



Assignment # 1

Selected Application: FaceTime

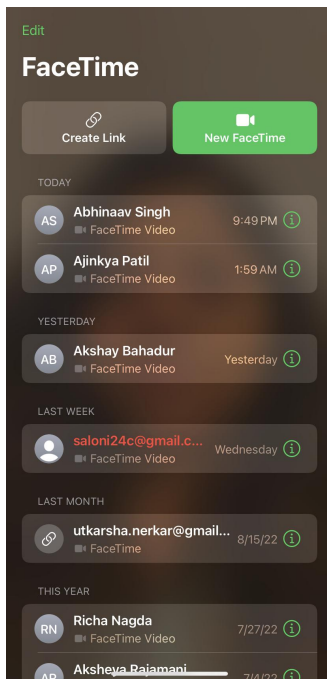
FaceTime is a videotelephony product developed by Apple Inc and is hosted on iOS devices

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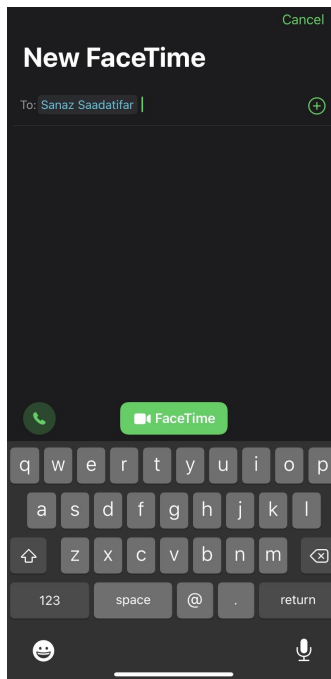


Background Research

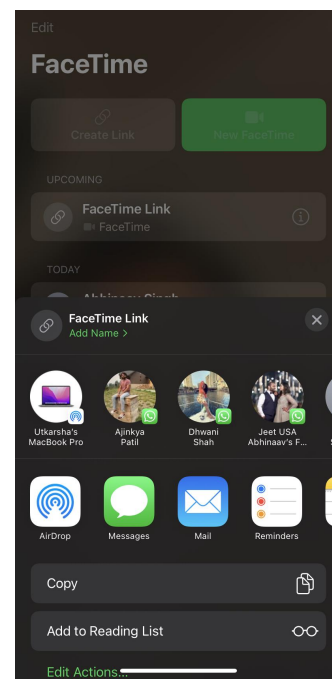
Experiential Research



FaceTime Landing Page

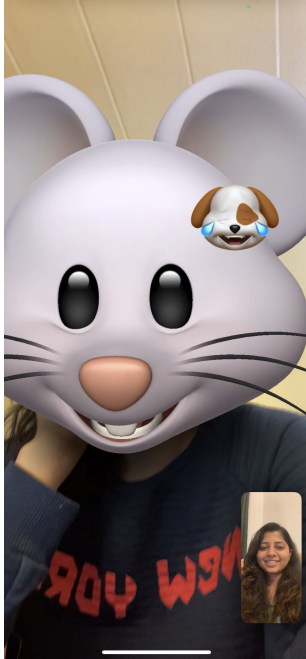


Make a 1:1 FaceTime call

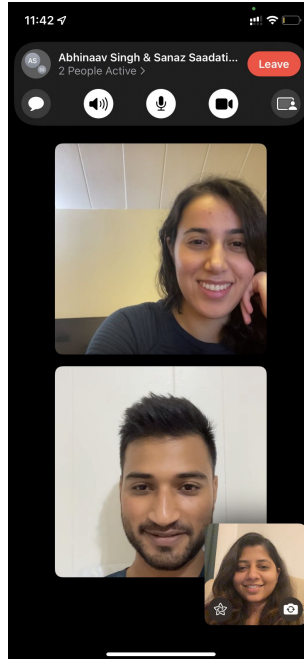


Create a FaceTime link
for people to join

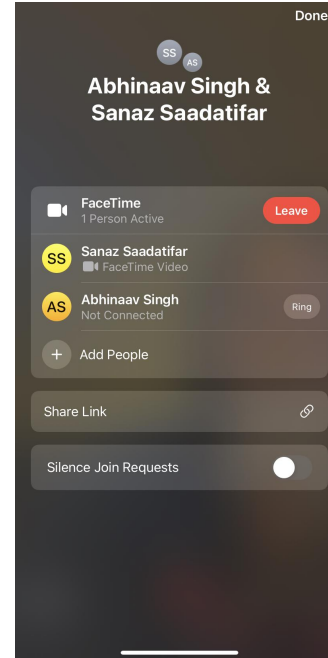
Experiential Research



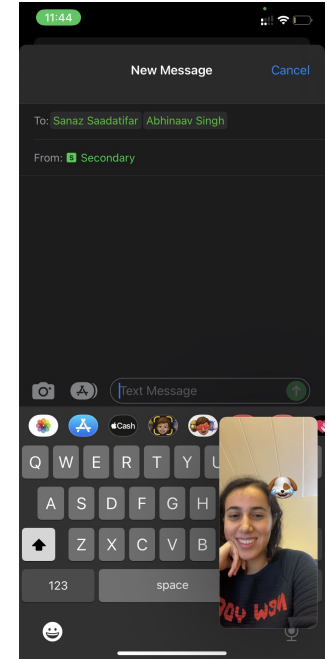
FaceTime Filters



Group Call



Add People to existing call



iMessage chat
during the call

Informational Research Activities



Informal:

- **Slashdot:** is a social news website that originally billed itself as "News for Nerds. Stuff that Matters". It features news stories on science, technology, and politics that are submitted and evaluated by site users and editors. Each story has a comments section attached to it where users can add online comments. [1]

Academic:

- **Google Scholar:** is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. The Google Scholar index includes peer-reviewed online academic journals and books, conference papers, theses and dissertations, preprints, abstracts, technical reports, and other scholarly literature, including court opinions and patents.[2]
- **ResearchGate:** is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.it is the largest academic social network in terms of active users, although other services have more registered users [2].

Insights



Strengths :

1. Top notch video quality as compared to its competitors (Whatsapp, Google Duo, etc.)
2. Seamless experience while making a call easily with contact number or Apple ID
3. FaceTime allows adding upto 32 people to an ongoing call [1]
4. Since COVID-19 pandemic FaceTime has been extensively used in healthcare industry. It can be used to increase patient access to a multidisciplinary care team. In person doctor visits have been replaced by virtual chatting using FaceTime.[3]
5. This technology allowed for real-time treatment and management of patient conditions, increasing convenience and efficiency in the management of specific disease such as diabetes, and patients with transportation problems. [4]

Insights



Areas of improvement:

General improvement area:

1. Almost all users mentioned that the APP is available exclusively for Apple devices only, that limits its usability.[1]
2. Currently, no menu exists to explore features and capabilities of the application, which can be a potential improvement area.
3. Adding a feature in FaceTime app itself to make speed dials or a list of preferred people instead of saving favorites people in the Phone App [1]
4. Future developments could include Private Chat as well as Real-Time Chat[1]
5. To avoid lapse in communication or screen freezing in case of issues with network connectivity, one possible development area would be adding an option to immediately switch the video call to voice call. [4]

In terms of health care:

6. Further developments helping patients, especially old adults, feel more comfortable to communicate and discuss sensitive topics in their home environment, such as adding features that reduce patients perception of interacting with a machine rather than a face-to face individual provider.[3]
7. Adding features that enables users to change the ringtone. Some patients indicated that it was difficult to hear the soft ringtone of FaceTime and consequently would often miss the scheduled FaceTime appointment with the healthcare provider.[4]

References



- [1] Company: Apple. (2022, August 18). *FaceTime*. Slashdot. Retrieved September 5, 2022, from <https://slashdot.org/software/p/FaceTime/#:~:text=FaceTime%20User%20Reviews%20One%20of%20a%20kind,end%20video%20calling%20app.%20...%20More%20items...%20>
- [2] Wikimedia Foundation. (2022, September 2). *Main page*. Wikipedia. Retrieved September 6, 2022, from <https://www.wikipedia.org/>
- [3] Beogo I, Sia D, Tchouaket Nguemeleu E, Zhao J, Gagnon M, Etowa J Strengthening Social Capital to Address Isolation and Loneliness in Long-term Care Facilities During the COVID-19 Pandemic: Protocol for a Systematic Review of Research on Information and Communication Technologies JMIR Res Protoc 2022;11(3):e36269 doi: 10.2196/36269 PMID: 35275841
- [4] Mark D. Robinson, Ashley R. Branham, Andrea Locklear, Sandy Robertson, and Tonda Gridley. Measuring Satisfaction and Usability of FaceTime for Virtual Visits in Patients with Uncontrolled Diabetes. Telemedicine and e-Health. Feb 2016. 138-143. <http://doi.org/10.1089/tmj.2014.0238>



Project definition

Expected users

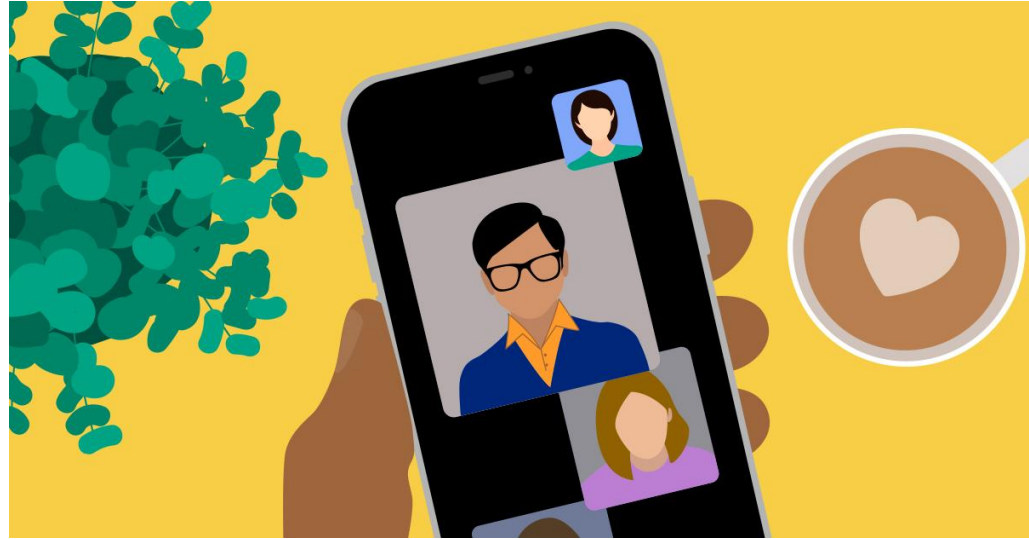


FaceTime is the audio and video call app from Apple. The users are mainly the people who have an Apple device and tend to contact with their family and friends who also have Apple device. The app is pre-installed on your iPhone, iPad, and Mac by default.



Users' perceived needs

- User friendly UI that is understandable for everyone including elderly people
- Instant switch from video call to voice call without ending the call
- Being able to change the ringtone to a more hearable one
- High quality video without any screen freezing
- An explore menu to access its features
- Private chat and real-time chat options



Why FaceTime?



- 35% of messenger users use FaceTime in the US
- FaceTime is a part of the Apple ecosystem and hence is fairly complex with its iOS integrations
- Initial experiential research suggests that the app is not intuitive enough for new users
- With a top notch video quality and multitude of features, there is a significant scope for improvement