

Black Business App User Research Document

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Contents

1. Key Issues To Be Resolved	2
2. Rationale For Research Methodology	2-3
3. Summary of Findings	3
Appendix A: Survey Link / Questions.....	4-5
Appendix B: Survey Results on User Service Usage.....	6
Appendix C: Survey Results on User Preferences.....	7
Appendix D: Survey Results on Survey Takers Demographics.....	8-9
Appendix E: Survey Results on Minority Perception/Support.....	10
Appendix F: Review App Usage.....	11

Key Issues to be Resolved

The purpose of the application is to help consumers find quality businesses in a particular location. Would the general consumer using our application prioritize the location or quality of a business? For example, a user is looking for an orthodontist and two businesses appear in the search results. Business A has a perfect rating and positive reviews. Business B has a slightly lower rating and mostly positive reviews, but has a more convenient location than business A. Which business is the user more likely to choose? Our research, through the use of a survey, will enable us to make proper decisions regarding the priority of factors such as quality, location, popularity, and so on.

Using a survey should also help us evaluate how much information a consumer would want immediately available when looking at a business profile in the application. If legal documents or certificates were attached to a business profile, how likely would a consumer take the time to look at these documents? Consumers may simply trust that legitimate businesses will be listed on the application, therefore their only concern will be the ratings and locations. The results of our research will affect how much and what type of information will be presented on a business profile.

A final key issue is what type of minority businesses are most consumers looking to find? This information will allow us to determine which businesses to prioritize featuring on the application initially. If most people are actively looking to support minority owned restaurants then we'll want to make sure we recruit a variety of restaurants to meet the consumer demand. This data may affect our UI/UX design for business profile templates. For example, if most people are looking to support restaurants and salons it might be useful to create business profile templates that cater to such businesses.

Rationale for Choice of Research Methodology

We have decided to use a survey to conduct our research. We anticipate our users to be adults with disposable income actively looking for ways to support the minority community. Our research does not require us to fully understand a person's thoughts, emotions, motivations in a nuanced manner, which means our preferred research method will be one that allows us to poll as many people as possible. Therefore, a survey would be appropriate for us to gather the information that we need.

As for the alternatives, we decided against the Interview style, since we have a selection of questions predetermined with somewhat limited user input. While usability testing research

seemed interesting, our team believed that it would be important to first build a prototype before conducting focus groups, and before building a prototype, we'd like to have the information provided by our survey. We may choose to revisit this option in the future, if time permits.

Summary of Key Findings and Their Significance

We found that majority of the people who completed the survey spent most of their time and money on food and restaurants, as shown in Appendix B. We found, however, that many people did not prefer the quality of the service as much as location, as shown in Appendix C. This preference was very different from every other business sector, with the exception of home services and beauty, where people preferred quality over any other factor. This information allows us to know that the information we should prioritize on the application is food and dining. Food and services closer to the user's location will be prioritized over quality.

Through our research we also found that people do occasionally seek out minority owned business, however are unaware of the details regarding the owners and managers of the businesses. They tend not to patronize small businesses often but rather look for larger, more well known businesses with an established brand. This information shows us that many consumers do not take the time to actually do their research in finding minority owned businesses but would still prefer spending their time and money on a minority owned service, knowing that the service has an established brand and is reputable. This information further proves that there is a need for a service like ours, which vets companies and services before they spend their money.

Our research was conducted and distributed digitally to minority groups around the Georgia Institutes of Technology campus along with various adults and colleagues of our client. With only 32 total responses, we found that the majority of people completed the survey identified as a Black/African American female college student between the ages of 18 and 35, as shown in appendices D, E, and F. This very specific user group may have influenced the results we received, however only receiving responses from this user group has given us more insight into to the people who would actually utilize an application like ours.

We hope that as the development process continues, we receive more user input from more user groups. This will allow us to apply their information and produce a better overall product.

Appendix A: Google Survey Questions

Survey Link: <https://goo.gl/forms/vypdMBZ0IMVnc5w43>

Questions:

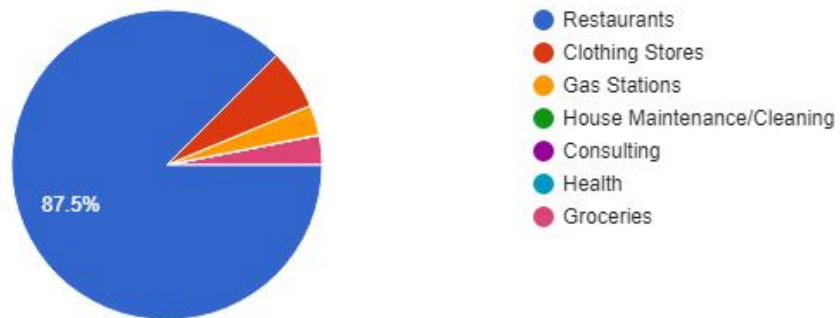
1. Which type of business or service do you use most frequently?
 - a. Restaurants
 - b. Clothing Stores
 - c. Gas stations
 - d. House maintenance/care (lawn care, house cleaning, etc.)
 - e. Consulting
 - f. Health
 - g. Other
 - i. Please describe below:
2. Which of the following do you consider a minority group? Select all that apply.
 - a. Black
 - b. Latino
 - c. Women
 - d. Asian
 - e. LGBTQ
 - f. Other:
 - i. Please describe below:
3. How do you currently find minority-owned businesses?
4. For how many of the businesses you frequent do you know who the owner/manager is?
 - a. All/nearly all
 - b. Many
 - c. Some
 - d. Few
 - e. None
5. How often do you often shop at small businesses (define “small business”)?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Rarely
 - e. Never
6. When considering to support a new franchise, do you consider it minority owned if the store manager is a minority, but the franchise is not? What about a franchise that is minority owned, where the store manager is not minority owned?

7. How important is it to you to know who owns a business?
8. What applications do you use when determining whether or not to use a business?
9. Do you ever use mobile mapping applications like Google Maps to search for businesses?
 - a. Yes
 - b. No
10. If the answer to the question above was yes, why do you use these applications?
11. Have you ever used these mobile mapping applications to search for small businesses?
12. If you use a user rating application, such as Yelp, or Google Reviews to determine whether or not to use a <BUSINESS_TYPE_NAME>, what do you look for in user reviews? Select all that apply, and specify answers.
 - a. Score/Rating
 - i. Please specify
 - b. Description
 - i. Please Specify
 - c. Pricing
 - i. Please Specify
 - d. Celebrity Recommendation
 - i. Please Specify
 - e. Other
 - i. Please Specify
13. If you use a user rating application, how often do you review businesses you find?
 - a. Always/ nearly always
 - b. Most of the time
 - c. Sometimes
 - d. Rarely
 - e. I do not use any user rating applications

Appendix B: Survey Results on User Service Usage

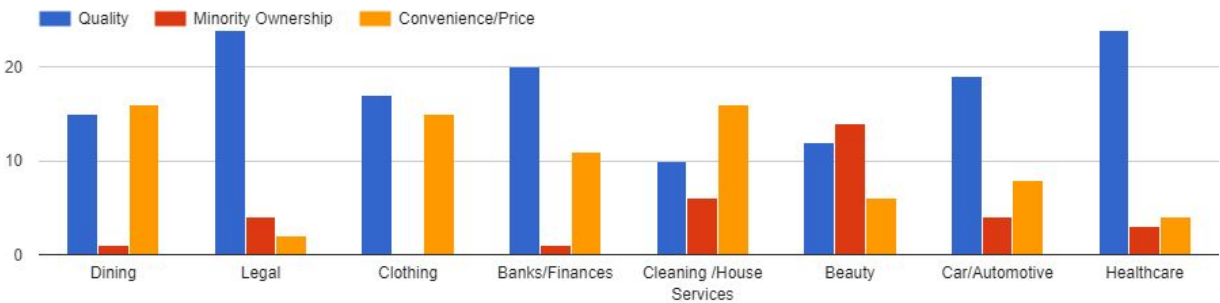
What type of business or service do you use most frequently?

32 responses



Appendix C: Survey Results on User Preferences

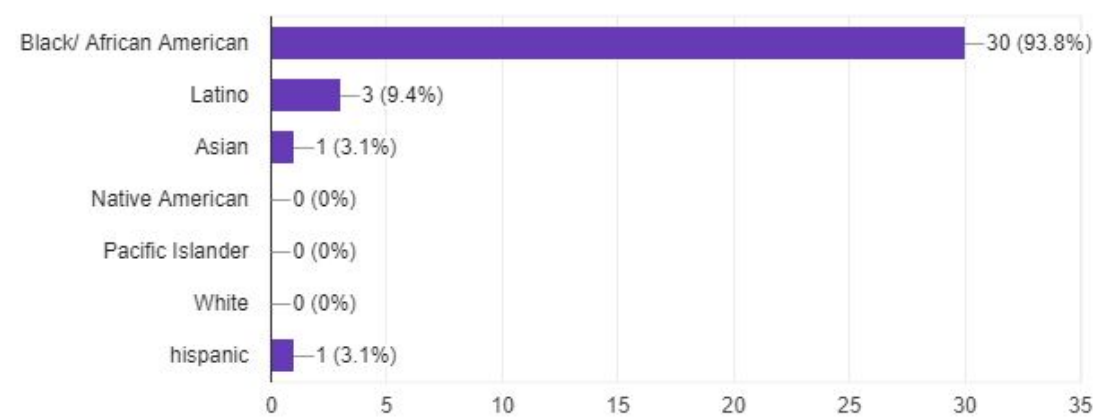
When deciding to support a new business, which of these factors is most important to you, for each business sector?



Appendix D: Survey Results on Survey Takers Demographics

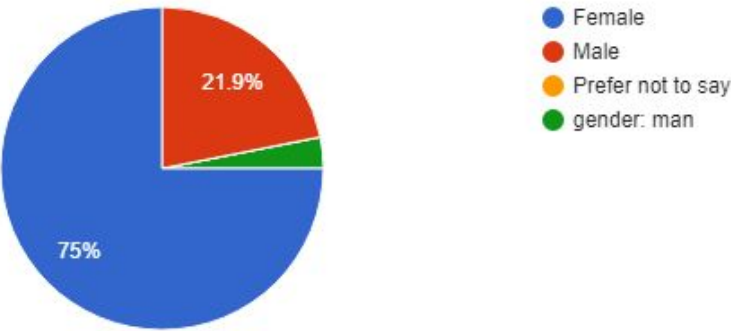
What is your race/ethnicity? (Check all that apply)

32 responses



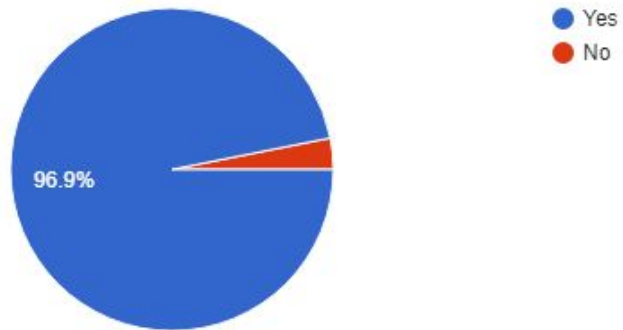
What is your gender?

32 responses



Are you a student?

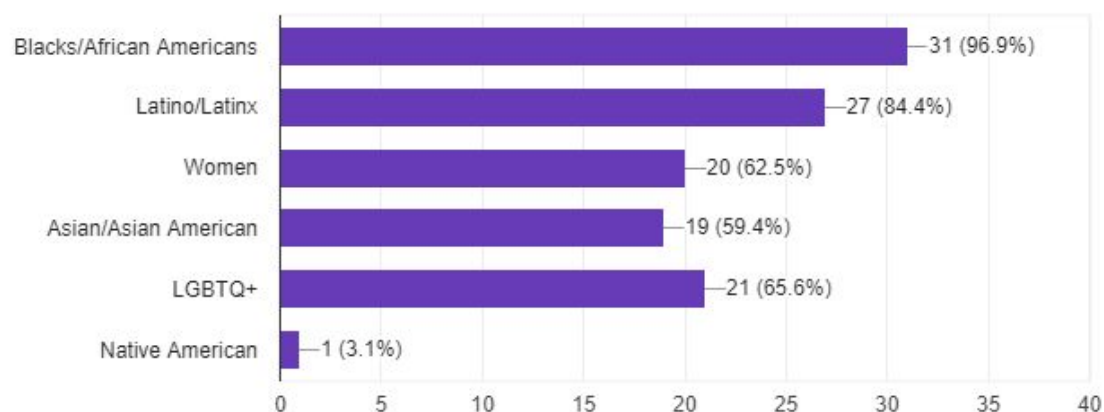
32 responses



Appendix E: Survey Results on Minority Perception/Support

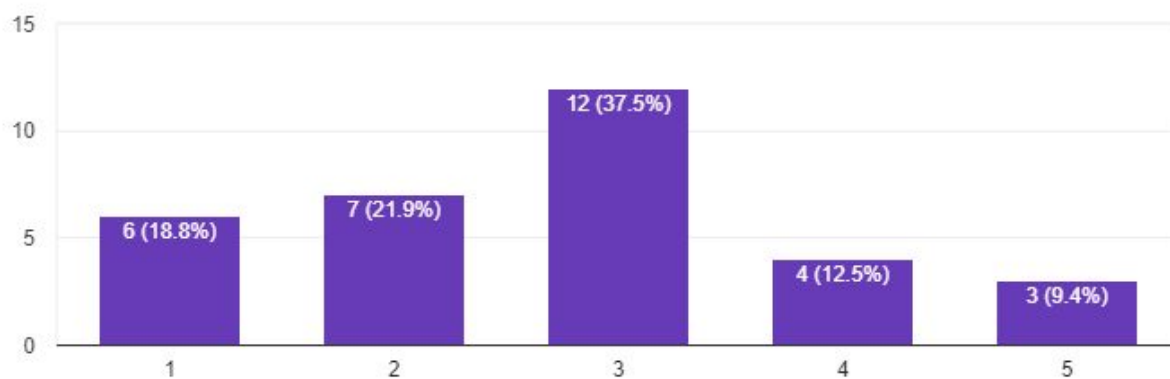
Which groups of people do you consider minority groups?

32 responses



Do you actively seek out minority-owned businesses?

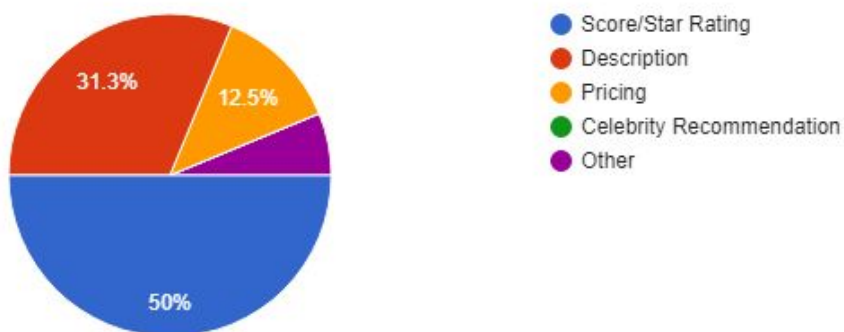
32 responses



Appendix F: Review App Usage

If you use a user rating application, such as Yelp, or Google Reviews to determine whether or not to patron a b...what do you look for in user reviews?

32 responses



If you use a user rating application, how often do you review businesses you find?

32 responses

