

USER RESEARCH STUDY

Purpose

Potential users were surveyed to learn about the process they follow to reach new goals and the challenges they have faced along the way

Participants

- Six total participants
- 4 female, 2 male
- Ages 22-58

Survey Questions

Participants were asked to take an anonymous online survey with the following questions:

- I have trouble building new habits.
(Scale 1-5, Not like me - Very like me)
- I feel like I don't have the time to incorporate new habits into my life.
(Scale 1-5, Not like me - Very like me)
- What is the hardest part about building a new habit? Why?
- When trying to build a habit or reach a new goal, do you discuss your progress with someone else such as a friend, teacher, coach, family member, etc.?
- Do you find discussing your goals and progress with someone else helpful? If you did not share with someone else, why not?
- What methods/tools/strategies do you use to build new habits? Please provide examples if you can. Some examples might include progress tracking, journaling, habit tracker, working with your team/coach, fitness trainer, life coach, do it with friends, use an app, etc.
- What goals have you achieved in the last year? What methods/tools/strategies were key in that achievement?
- What goals are you currently working towards?
- What motivates you to reach your goals? How do you stay motivated when trying to reach a new goal?

SUMMARY

Results

This online survey provided helpful insight into the experiences and struggles people share while trying to reach new goals and build new habits. A key strategy that 83.33% of survey participants had in common was that they liked sharing their goals and progress with others because it helped keep them accountable and focused on their goals. If they were having trouble with their goals, talking with someone helped them navigate their issues and come up with a solution. Interestingly, one participant noted that if they are not sharing progress with someone it means that they are afraid they will not reach their goal, which is why it is important to share. These findings strongly support Insta-Goal's main priority, which is to provide people with a support system and accountability partner to share their journey towards new goals with.

It was most surprising to find that only half of survey participants felt they had trouble building new habits. This finding is not necessarily in conflict with Insta-Goal's premise because there are several ways that Insta-Goal can still be useful for those who do not have much trouble building habits. For example, many successful habit builders like to journal about their progress or track it in some way, and Insta-Goal's tracking and reporting functionality along with the visual journal will still be very valuable for those users. Additionally, 33.3% of participants used journals and 33.3% used a progress tracker when forming new habits which also supports that the visual journal should be an engaging component of the app.

Another surprising detail I gathered through the survey was that 66.67% of survey takers felt like they have the time to incorporate new habits into their life. This means that they may be receptive to spending time on an app like Insta-Goal to track their progress and help someone else reach their goal too.

Half of survey takers' biggest struggle when working towards new goals was staying committed and patient with their progress. This discovery helps to motivate the remainder of the design process because it outlines the importance of creating a design that quantitatively showcases the user's progress and keeps them engaged until the habit is formed or the goal is realized.

When asked about what keeps them motivated, 33.3% of survey takers expressed that learning and doing new things keeps them motivated while reaching new goals. This suggests that it may be beneficial to include an educational component into the app, or some way to link the user to informative articles about the goal they are working on. 33.3% of survey takers said that imagining their life improved by their end goal and reminding themselves of why they are taking on the challenge motivated them to stick with it. Insta-Goal can incorporate this by asking the user to disclose their reasoning for why they are working towards the goal so that Insta-Goal can remind them of it throughout their journey.

Exciting habits/goals survey participants are working on:

- Building a company
- Investing in real estate
- Building a routine
- Mountain biking
- Consistent sleep schedule
- Reading research papers
- Improving coding skills
- Eating healthy
- Planning for retirement

Personas

Leah



Leah is a female graduate student who wants to improve her coding skills and expand her knowledge in her research area; however, she struggles to find time to work on these goals. She feels she is having a difficult time with it because her inconsistent sleep schedule leaves her tired during the day, and though she tries to remind herself of her goals by adding tasks to her calendar and leaving motivational notes around her apartment, she just can't stay committed for more than a few days.

Key attributes: education goals, student, sleep schedule, motivational messages, task scheduling

Nina



Nina is a 23-year-old female who overwhelms herself with trying to build new habits she feels will improve her well-being, like eating healthier and going to the gym. She has tried many things to help her reach her goals like journaling, habit tracking, self-help books, and hiring a personal trainer, but she just can't seem to find the patience to work towards a goal long enough to see it through. She is left discouraged by her repeated failures and wants more help to keep her focused and engaged with her goals.

Key attributes: Early 20s, tried many methods, minimal success, healthy eating, exercise

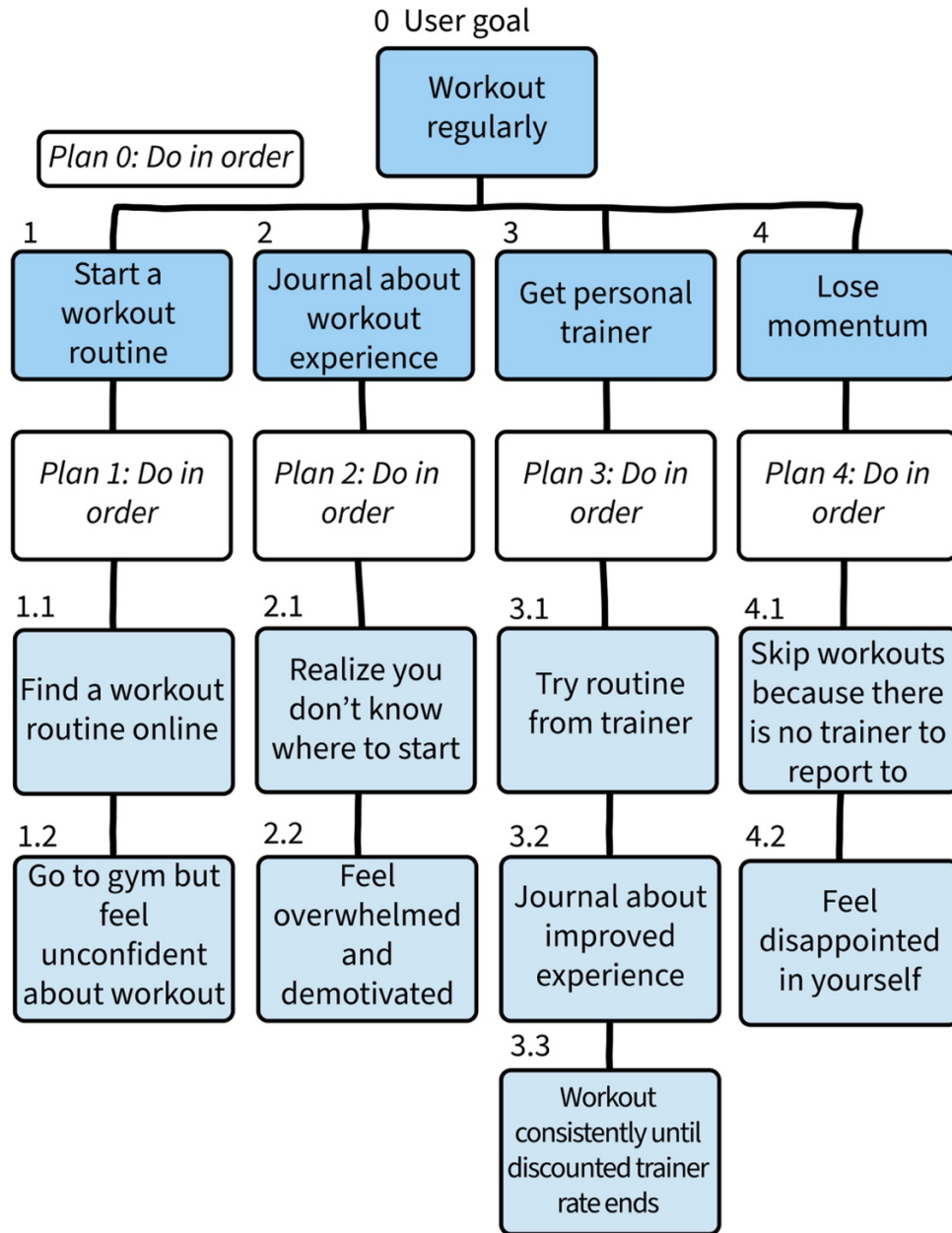
James

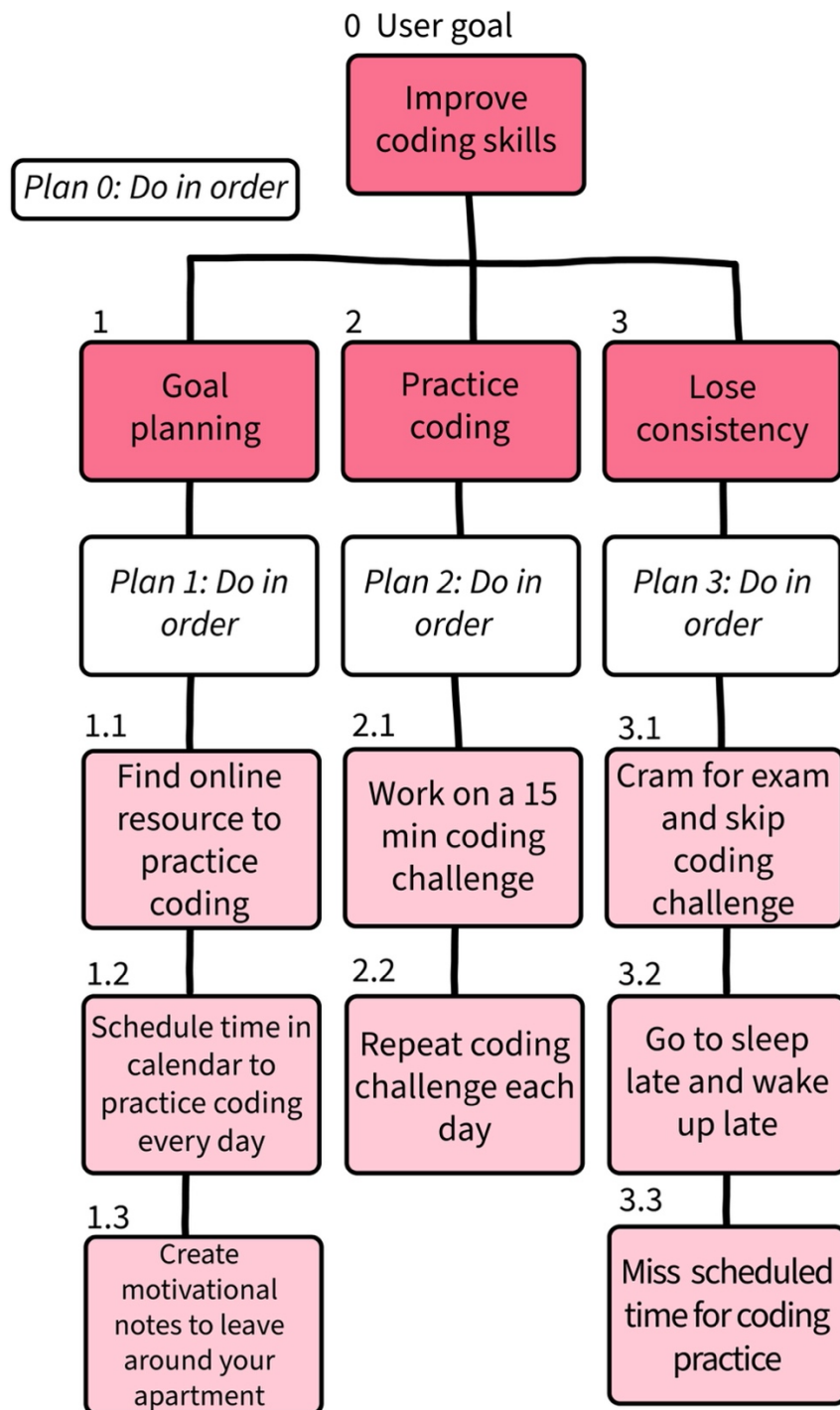


James is a 52-year-old male who has been struggling with high blood pressure and diabetes, and his doctor told him it is very important for him to lose weight and reduce sugar and sodium in his diet. He has never tried to change his eating habits before and he doesn't know where to start, but he does want to create a healthier lifestyle so he can have more energy and live a longer life. He has started with trying to visit the McDonald's drive-thru only once a week, but he feels like he could use more guidance to help him learn about healthier eating habits and stay on track.

Key attributes: 50+ years old, health, weight loss, healthy eating

Task Models





PROJECT PLAN

Approach

INSTA-GOAL will be designed for the course CSCI 5839 - User-Centered Design and Development, over the course of the Fall 2021 semester. The design process will follow an iterative prototyping and user testing approach and will culminate in a video demo of a polished prototype.

Deliverables

Deliverable	Week	Description
Project Proposal	9/13	Documents the project objective, motivation, target user group, data use, and expected challenges
User research, personas, and task models	10/15	Documents the results of a user research study using an online survey and personas derived from those results
Prototypes of key features	-	<i>TBD</i>
Complete prototype	-	<i>TBD</i>
User testing results and changes	-	<i>TBD</i>
Revised prototype	-	<i>TBD</i>
Video demo	-	<i>TBD</i>