

2.3: User Research Analysis

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Interview Partners



Interviewee 1:

- Female Process Engineer, 28 years old
- Her challenge: She's a graduate, recently started her 2nd job, currently building a daily life.



Interviewee 2:

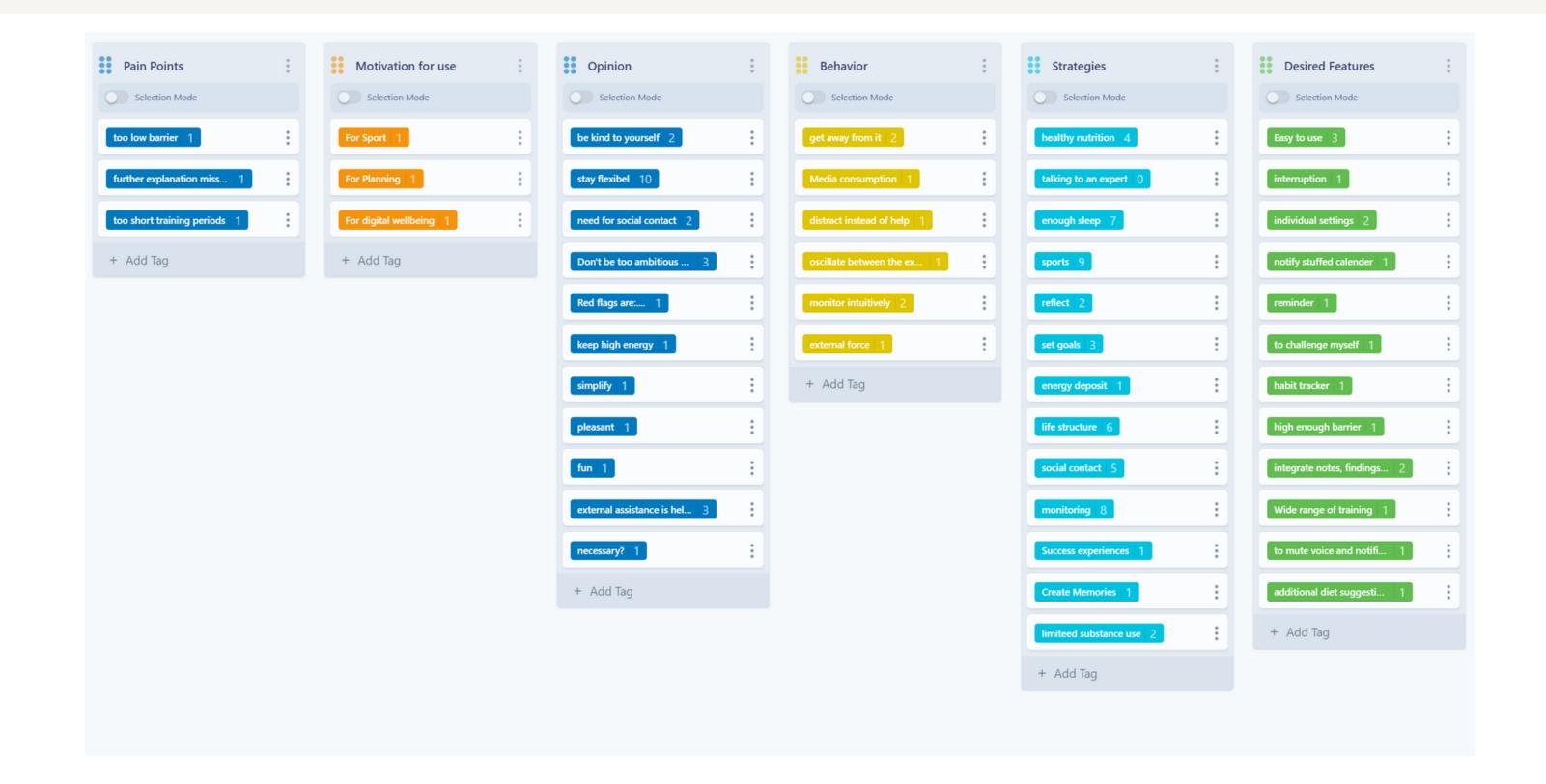
- Male System Design Engineer, 30 years old
- His challenge: As a semi-professional volleyball player he is challenged to balance his training with his work life and sparetime.



Interviewee 3:

- Male Senior Researcher, 33 years old
- His challenge: Currently finished his PhD thesis, he considers which path in life he will continue to follow.

Cluster



Affinity Map - Opinions

be kind to yourself	stay flexibel	need for social contact	Don't be too ambitious with your goals	Red flags are:	keep high energy	simplify	pleasant	fun	external assistance is helpful	necessary?
It makes no sense to force myself to meditate during stressful phases -Mike	Unplanned evenings to stay at home -Hannes	if we were not together I would seek social contact more often -Hannes	My written goals are always higher than what I manage to implement -Mike	Thoughts circle poor concentration Hard to find focus feel insecure and have difficulty making decisions Sleep disorder Lack of joy -Vicky	I would like to keep the energy stores topped up -Mike	Routines facilitate everyday activitiesMike	in general, habits are good and important, -Hannes	Habits allow me to do sports out of fun more -Hannes	reminder was helpful to stay with my sport routine -Hannes	unsure if digital services are convenient for me, since I only track my habits from time to timeVicky
also leave room for fun -Vicky	openness to unplanned meetings -Hannes	Training offers me partial social component -Hannes	I try not to overdo it -Vicky						Every few weeks my calendar -Hannes	
	Wanna stay flexible -Mike		don't doggedly go through with the dietVicky						In terms of digital wellbeeing, I would benefit enormously from digital assistance -Mike	
	short-term decisions are based on my gut feeling -Vicky									
	It is important to be able to postpone the activities -Vicky									
	Stay spontaneous is important -Vicky									
	intuitive approach -Vicky									
	I think twice whether other things are more important to me -Vicky									
	do NOTHING -Vicky									
	but not too tight planned -Vicky									

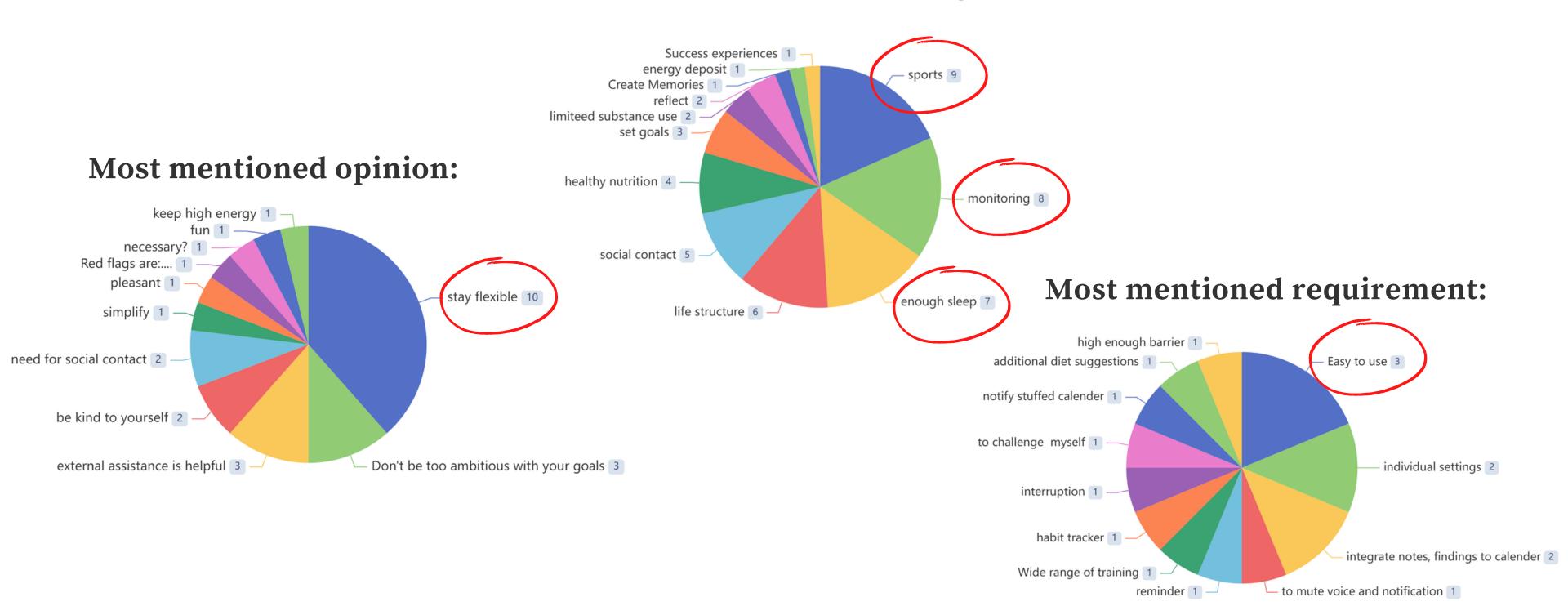
Affinity Map - Strategies

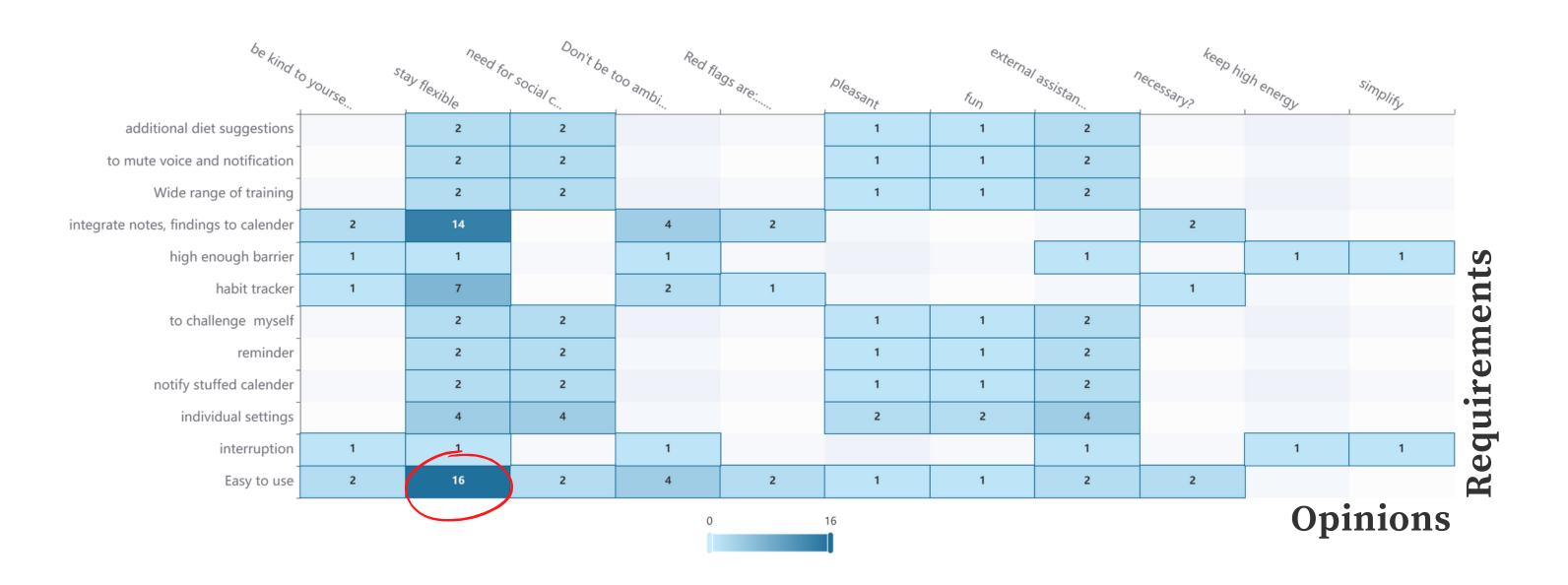
healthy nutrition	enough sleep	sports	reflect	set goals	energy deposit	life structure	social contact	monitoring	Success experiences	Create Memories	limiteed substance use
healthy eating -Hannes		Go running helps me to balance my mind -Hannes	appreciate thinking more about my life againMike	each area -Mike	I build up healthy habits that fill my energy stores. The stores are then emptied under pressure and stressMike		Social aspect -Hannes	Early warning system -Hannes	receive confirmation -Vicky	beautiful experiences -Vicky	moderate drug consumption -Mike
Cooking healthy meals -Mike	Feel well rested -Hannes	sports to balance -Hannes	time to reflect -Mike	determine the frequency of actions -Mike		planning of free time possible -Hannes	Active social life -Mike	1-2 times a year I monitor my current behavior -Mike			Drink coffee twice a day -Mike
Eat healthily -Mike	Enough Sleep -Mike	Feeling physically in balance -Hannes		Once a year, I write down what I want to accomplish, -Mike		goals I planVicky	friendship -Vicky	Screen my calendar regularly -Vicky			
Healthy nutrition is important to me because -Mike	stop using the cell phone at 22:00 and prepare to go to bedMike	sports -Mike				Schedule a plan for the week -Vicky	relationship -Vicky	the calendar at a glance -Vicky			
	Enough sleep -Mike	Sports -Mike				have a few things that are important to me -Vicky	cultivate friendships -Vicky	when I notice that I don't get around to it for too long, -Vicky			
	Pay attention to sleep -Vicky	Doing Sports -Vicky				some structure -Vicky		When I notice that I am following bad habits for a longer period of time -Vicky			
	Feel well rested -Vicky	Sport -Vicky						do not follow strict rules, but try to adjust -Vicky			
		Regular sports -Vicky						consciously pay attention to one's own load limitVicky			
		Sport -Vicky									

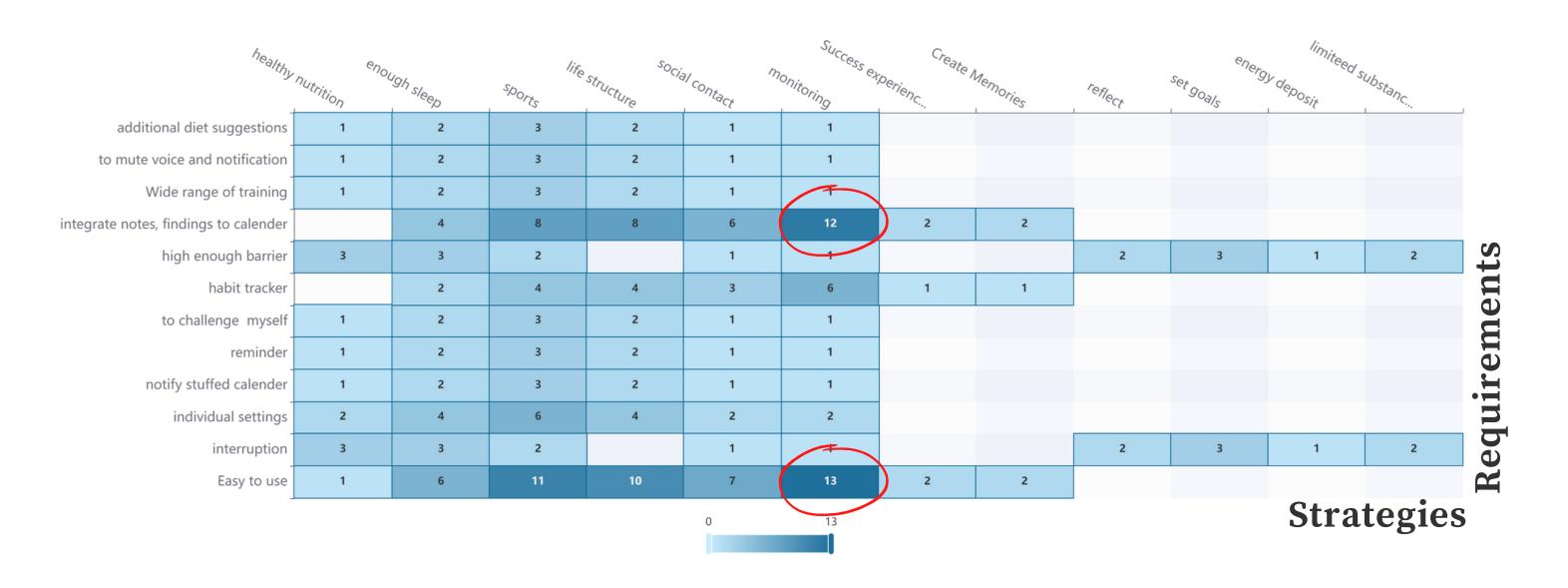
Affinity Map - Requirements

Easy to use	interruption	individual settings	notify stuffed calender	reminder	to challenge myself	habit tracker	high enough barrier	calender	Wide range of training	to mute voice and notification	additional diet suggestions
User-friendly -Hannes	usage time is over > the screen	From the 3rd user interface:	calendar should send an alarm	an app for sports that reminded	motivation to challenge myself	to track my nutrition and drinking	uncomfortable to unblock -Mike	Integration to my calender: -Vicky	Varied training -Hannes	Notification und verbal	General suggestions for my diet
	switches off for a minute -Mike	-Hannes	when I plan too much -Hannes	me of what I wanted to -Hannes	-Hannes	habits -Vicky				instructions -Hannes	adapted to the conducted trainin
											-Hannes
not forced to take too many		Individual input on my athletic						subliminal additional offer -Vicky			
actions -Vicky		and physical condition -Hannes									
I don't want extra work t -Vicky											

Most mentioned strategies:







The monitoring should be easy to use. And integration of findings etc. could be used for monitoring.



Planability with the greatest possible flexibility

Finding: Planning and scheduling your weeks is needed to integrate all the important things in life but with a moderate approach.

THEREFORE >>

Insight: The calendar should visualize clusters instead of single tasks and remind the user if clusters become imbalanced.

Finding: Setting plans and intentions is important, but in turbulent times it makes no sense to stick strictly to them

THEREFORE >>

Insight: Monitoring over a longer period instead of daily control of habits



Further questions from the survey

Concerning the open question from the surveys as to whether **digital consulting** would be considered, the answer was **yes if there is no alternative face-to-face offering**.

Concerning the amount of **invested time**, the interview partners answered **differently**. But they all appreciate the flexibility and do not want to follow strict plans.

My three main research goals:

In the research phase, I want to get to know the target group better. I want to understand which strategies people use in challenging times to cope with stress. And I want to know what people do, to do something good for themselves so I can deduce features for my online portal.

Since the portal should assist people, especially in challenging times I want to find out the difficulties to maintain meaningful habits.

I want to understand how digital services can help people to stay healthy and balanced. Thus I ask about their experiences with digital wellbeing services and their further expectations: Where are the pain points and what are their needs according to a digital wellbeing portal.

My conclusions after the interviews:

Simple to use monitoring tool, which allows the user to stay flexible at the same time.

According to my interview partners, there is no need to strictly maintain habits during challenging times.

The mentioned pain points were very individual. In general easy use is required and the need for time-saving use.