



# **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

Pain Points

Selection Mode

too low barrier 1

further explanation miss... 1

too short training periods 1

+ Add Tag

Motivation for use

Selection Mode

For Sport 1

For Planning 1

For digital wellbeing 1

+ Add Tag

Opinion

Selection Mode

be kind to yourself 2

stay flexibel 10

need for social contact 2

Don't be too ambitious ... 3

Red flags are:.... 1

keep high energy 1

simplify 1

pleasant 1

fun 1

external assistance is hel... 3

necessary? 1

+ Add Tag

Behavior

Selection Mode

get away from it 2

Media consumption 1

distract instead of help 1

oscillate between the ex... 1

monitor intuitively 2

external force 1

+ Add Tag

Strategies

Selection Mode

healthy nutrition 4

talking to an expert 0

enough sleep 7

sports 9

reflect 2

set goals 3

energy deposit 1

life structure 6

social contact 5

monitoring 8

Success experiences 1

Create Memories 1

limited substance use 2

+ Add Tag

Desired Features

Selection Mode

Easy to use 3

interruption 1

individual settings 2

notify stuffed calender 1

reminder 1

to challenge myself 1

habit tracker 1

high enough barrier 1

integrate notes, findings... 2

Wide range of training 1

to mute voice and notifi... 1

additional diet suggesti... 1

+ Add Tag

# Affinity Map - Opinions

[illegible]



# Affinity Map - Strategies

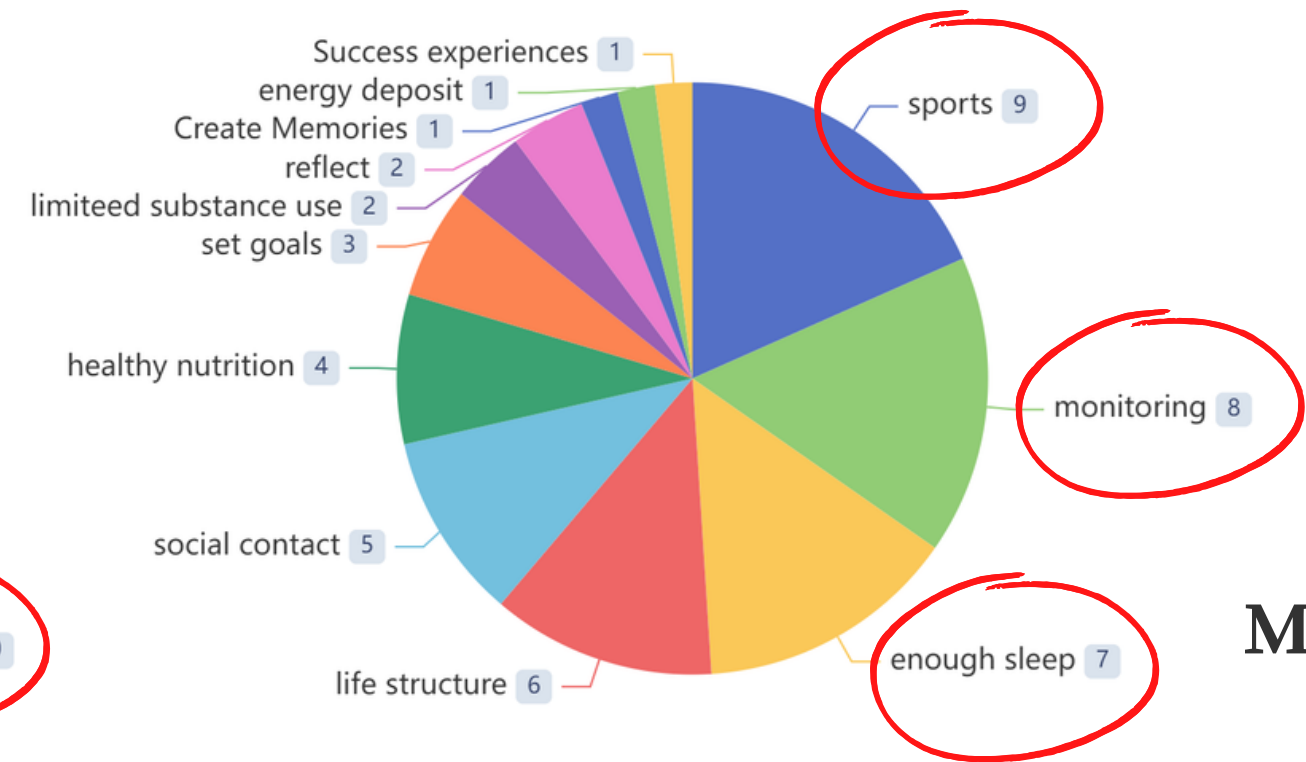
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# Affinity Map - Requirements

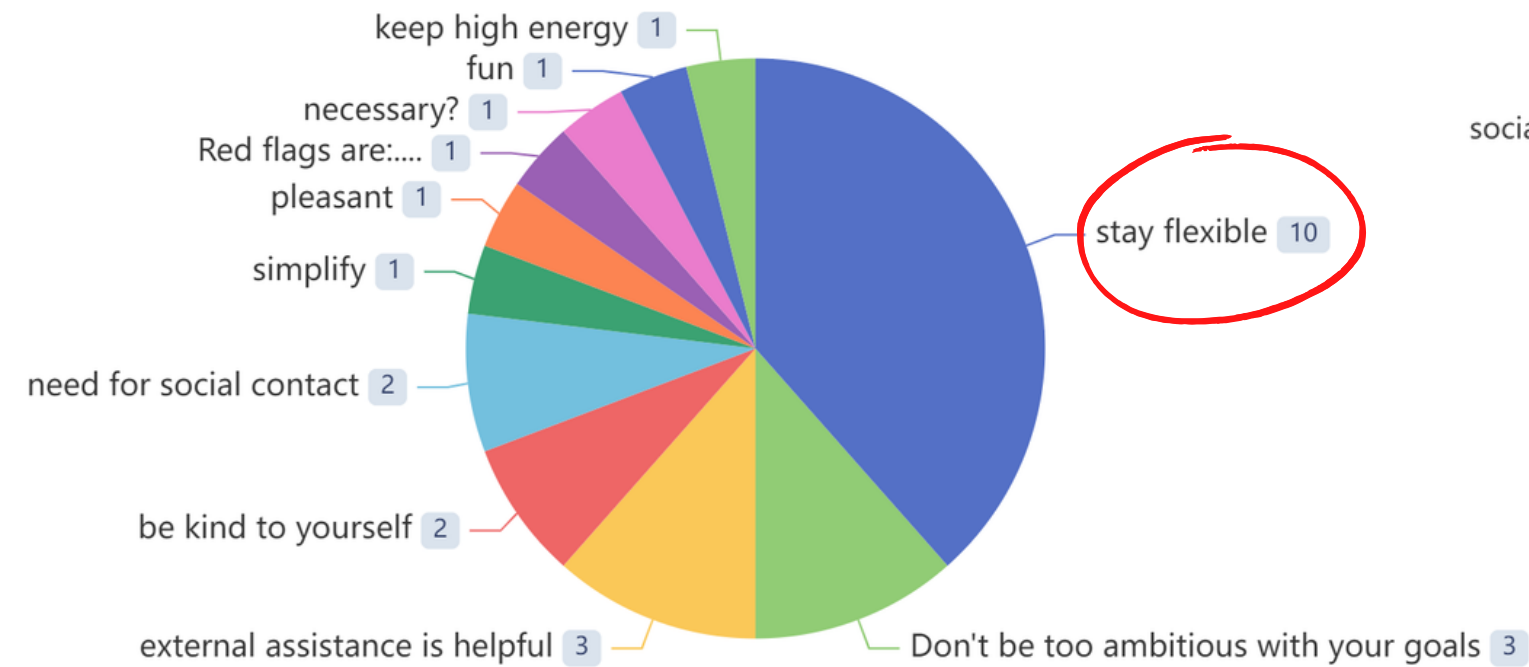
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# Findings & Insights

## Most mentioned strategies:



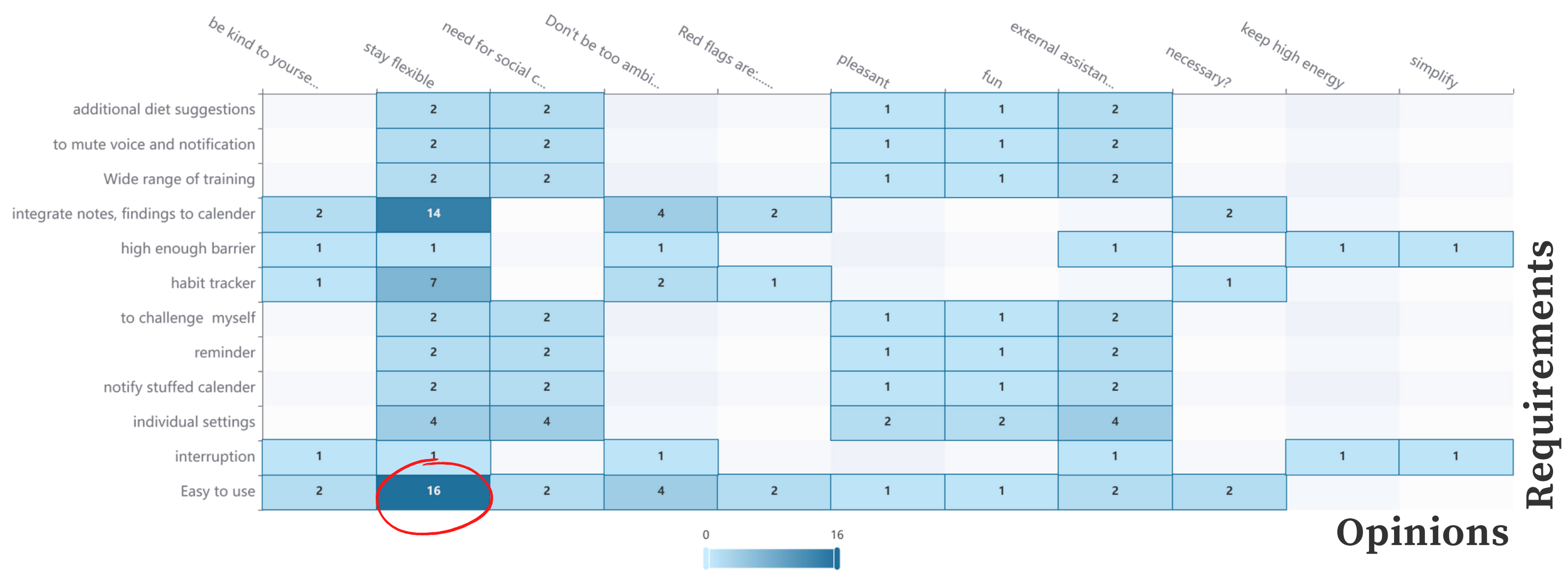
## Most mentioned opinion:



## Most mentioned requirement:



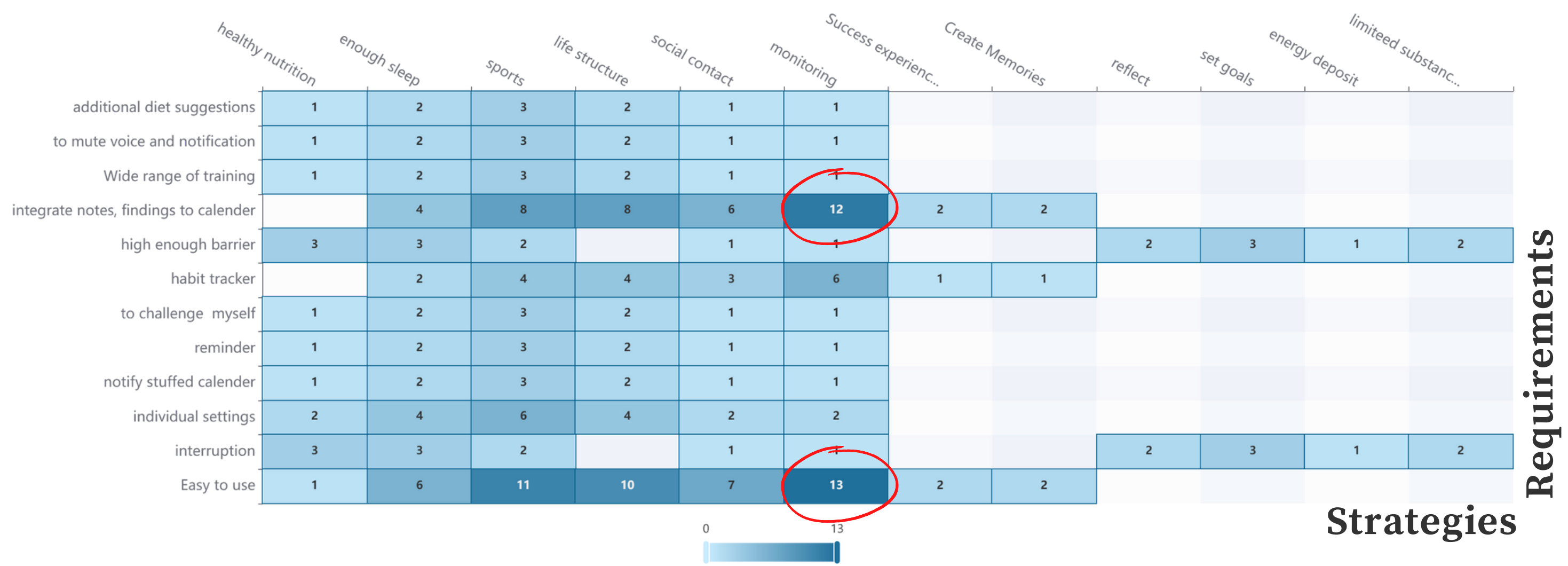
# Findings & Insights



With the Opinion to **stay flexible** the requirement for **easy use** correlates the most



# Findings & Insights



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

# Findings & Insights

## 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.

# Findings & Insights

## ▀ 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.