



Astrooonus



INTRODUCTION

ASTROONUS APP

Our app, Astroonus , aims at eliminating the chaos created by not-so up to par information provided by unverified sources on search engines, in context of astronomy. Our app is made keeping in mind the simplicity and authenticity of information and aims to work towards the upliftment of astronomy to a greater pedestal in the science world



QUALITATIVE ANALYSIS



QUALITATIVE ANALYSIS OF DATA GATHERED GIVES THE DESIGNERS A VIEW OF THE USER PERSPECTIVE AND AN IN DEPTH REPRESENTATION OF THE USER'S CORRESPONDENCE WITH THE PRODUCT DESIGN

QUANTITATIVE ANALYSIS

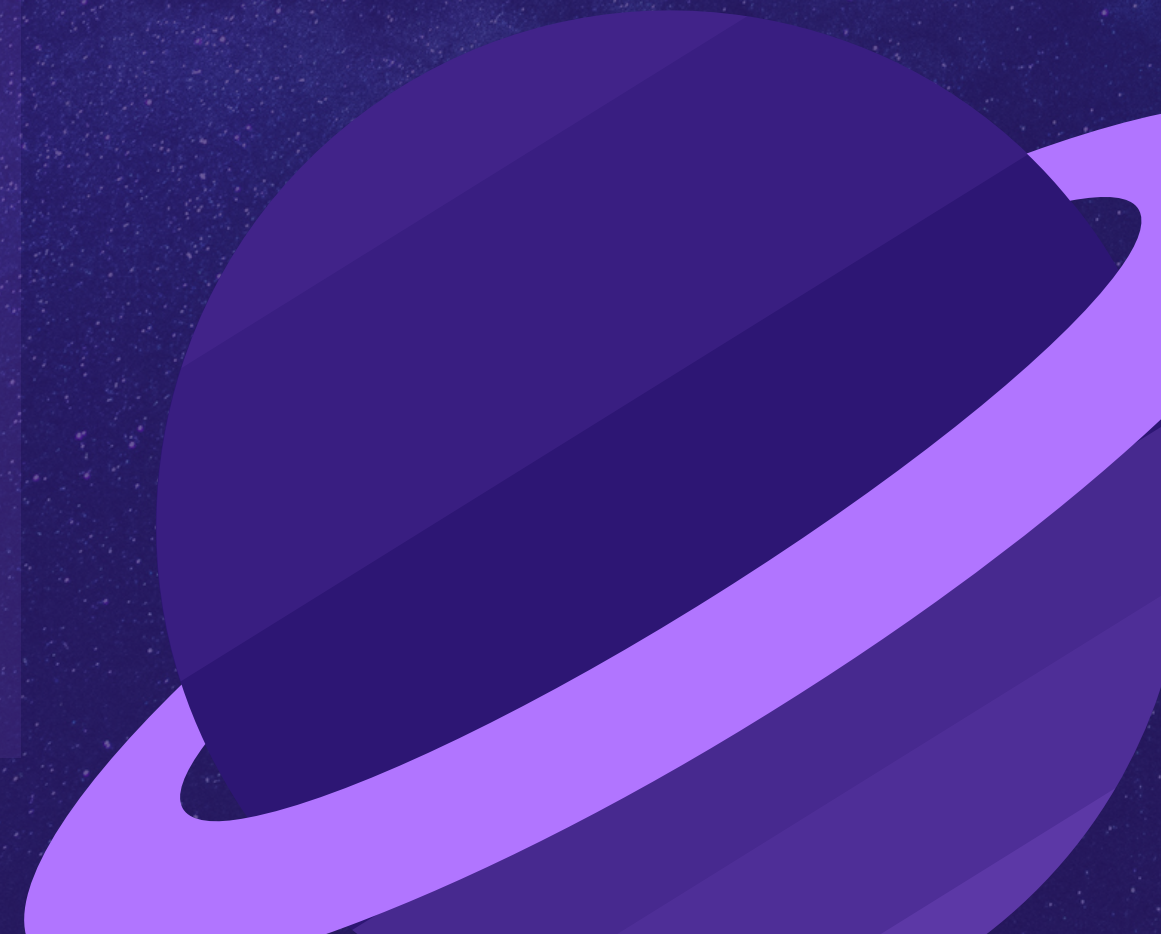
QUANTITATIVE DATA IS DATA THAT IS IN THE FORM OF NUMBERS, OR THAT CAN EASILY BE TRANSLATED INTO NUMBERS. FOR EXAMPLE, THE NUMBER OF YEARS'.

QUALITATIVE ANALYSIS



For Qualitative analysis, we have conducted interviews of different age groups, and also with the help of a survey, we have collected some in-depth insights about user needs and wants in the field of learning astronomy.

And we get to know that most of the users are more interested in a practical way of learning. But due to lack of resources, they were unable to explore their interest.



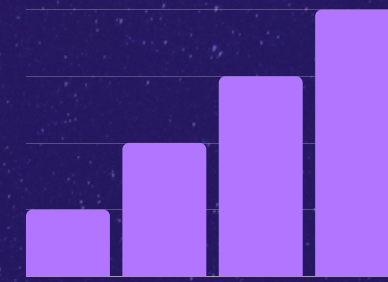
Qualitative analysis

- ★ We get know that most of the users were interested in astronomy in childhood, but due to lack of resources about astronomy and due to less opportunities they have to quit there interest.
So if we can fill that gap with the help of our app then there are chances that field of astronomy will improve more rapidly.
- ★ Most of the users want to learn astronomy through animation, video and graphical representation as visuals helps in retaining content more effectively as compare to text content. Also visuals helps in improving their imagination.
- ★ Even though users have interest in astronomy but they don't want to persue it as a career because of high risk rates of future and uncertainty of the job.
And somewhere lack of opportunities also effects in choosing astronomy as a career.

Qualitative analysis

- ★ People are more concerned about quality content than any feature. Receiving certifications for their progress and visual teaching methods have been given top priority
- ★ Most people were interested in astronomy in their youth. However, the lack of opportunities and the Indian education system lessens overtime due to work pressure and almost depletes in adulthood.
- ★ The societal view of astronomy is fairly good. Parents support their children for pursuing astronomy, but the financial factors and oversees opportunity are some concerns.

QUANTITATIVE ANALYSIS



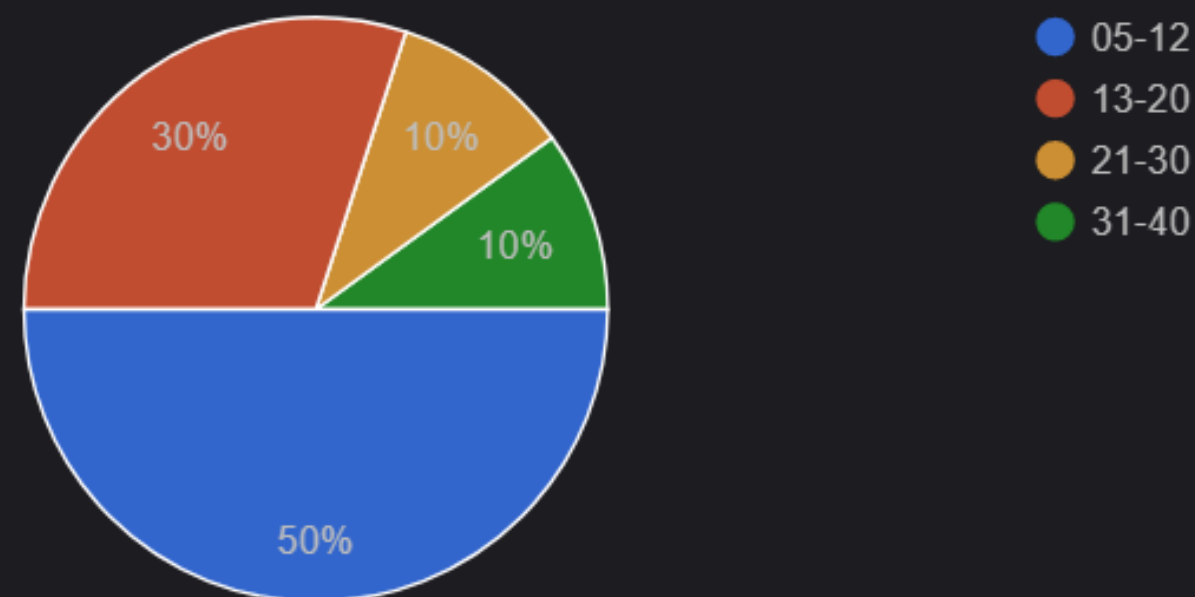
For quantitative analysis, we have conducted a survey with the help of google forms so that we can get to know the user's preferences/choices for our idea or app. And we have also used some insights from interviews.

LINK - :

<https://forms.gle/GcjWwmqmBoMw7a8q7>



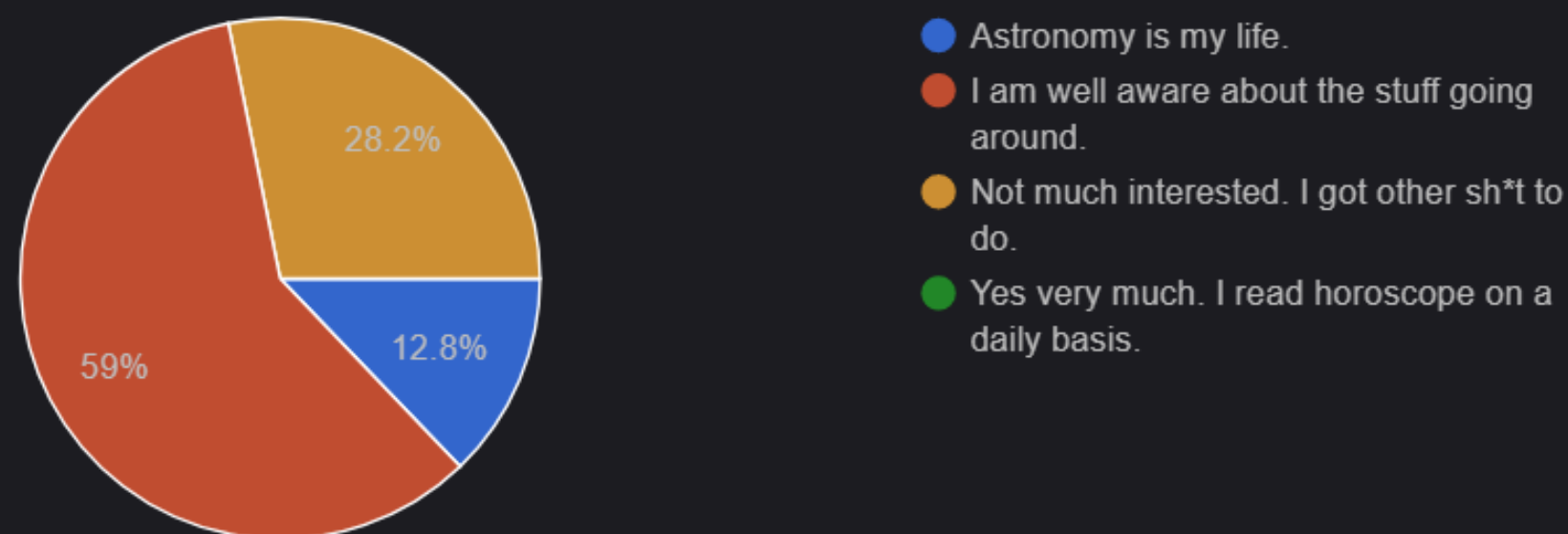
Age group most interested in astronomy



According to the responses recorded the 5-12 age bracket was the most enthusiastic in their passion for astronomy.

How passionate are you about astronomy?

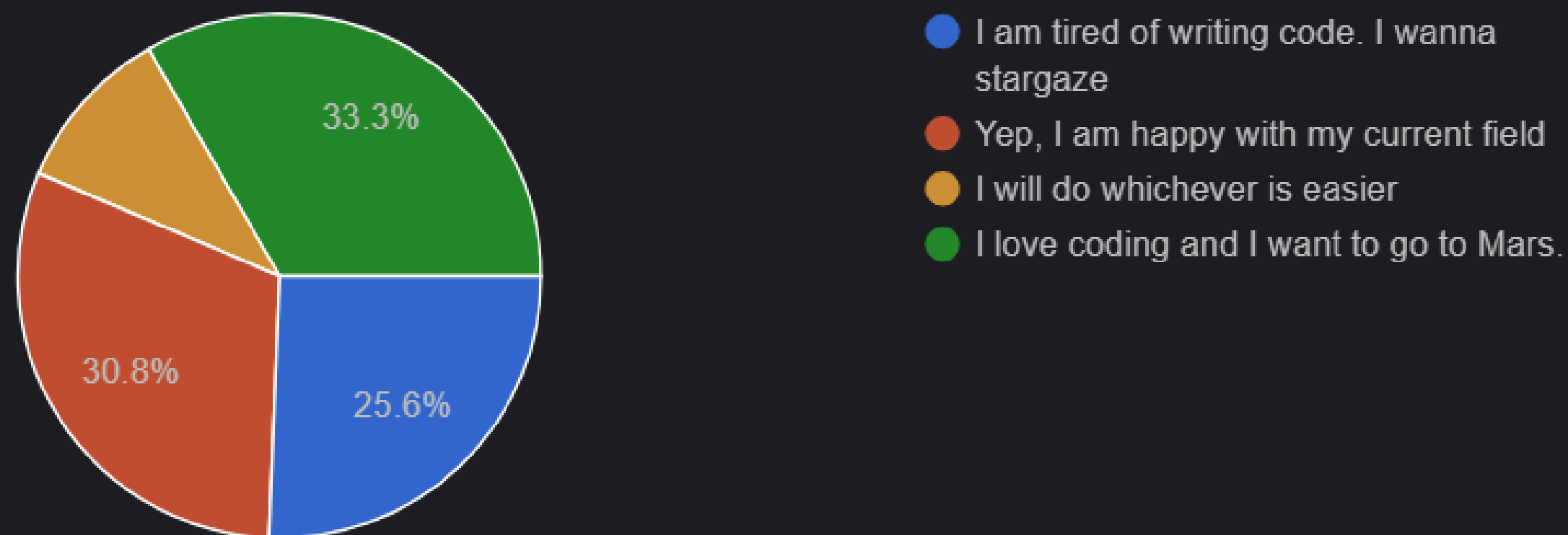
39 responses



The 23-35 age group was the least interested. Meanwhile the teens and young adults had mixed responses

are you happy with your current field of study? would you like to make a career in space science?

39 responses

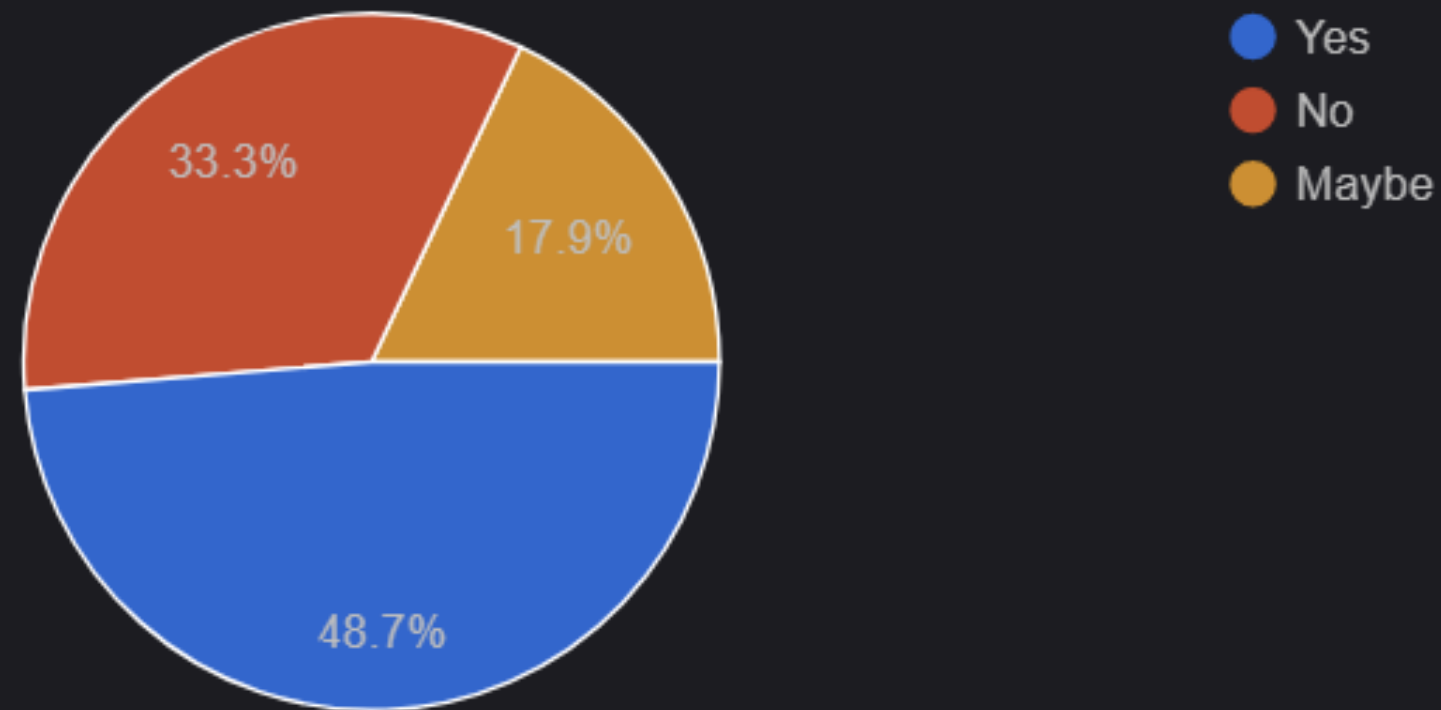


A large chunk of people were happy with their field but wanted to explore astronomy. Many wanted to switch to astronomy. Almost equal numbers were happy with their field and didn't want to change it.



Have you ever dreamt to be an astronaut?

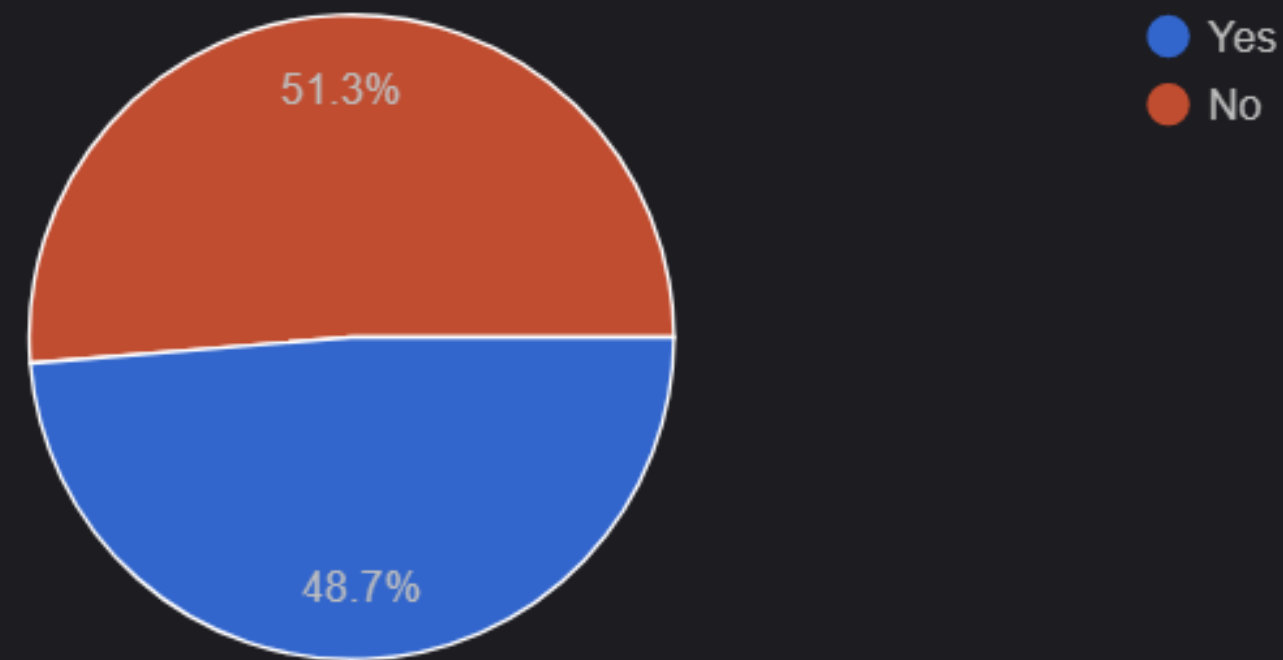
39 responses



This data represent that 48.7 % of people wanted to become astronauts in their chidhood. This number however decreased in the coming years(as shown by people currently interested)

are you aware about any Astronomy Olympiad?

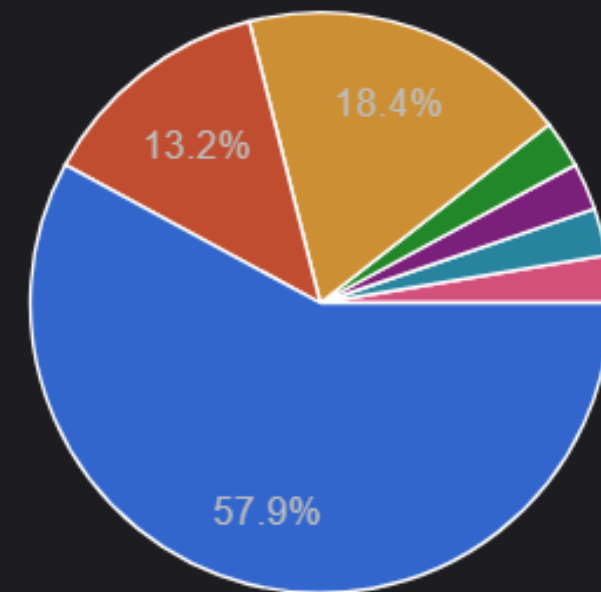
39 responses



A majority of people didn't know about astronomy olympiad. This represents lack of awareness about the opprtunities in the field

where do you consume astronomy related content?

38 responses

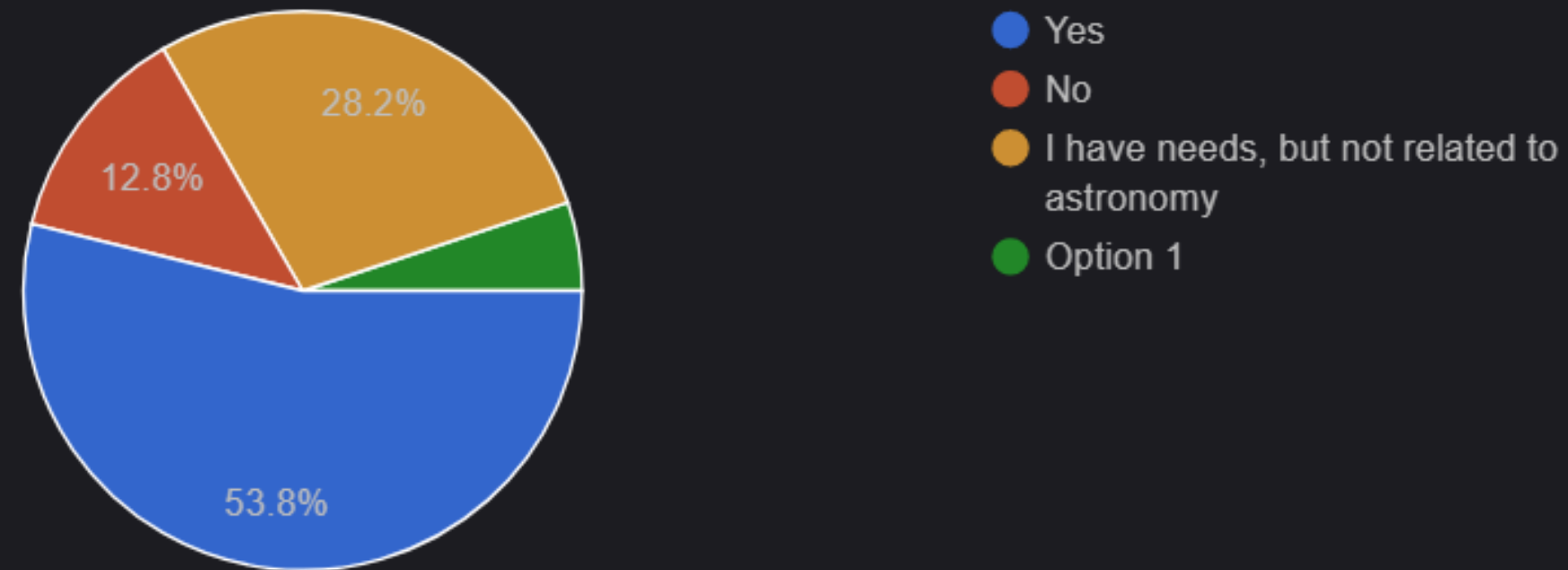


- Social Media like Instagram and Youtube
- Newsletters like Google News
- Too busy watching Reels/Shorts

Social Media platforms are the go to astronomy content providers. Newsletters are also prominent. People prefer interactive and visual content.

Would you like a mobile application which has all your needs(related to astronomy ofcourse) covered.

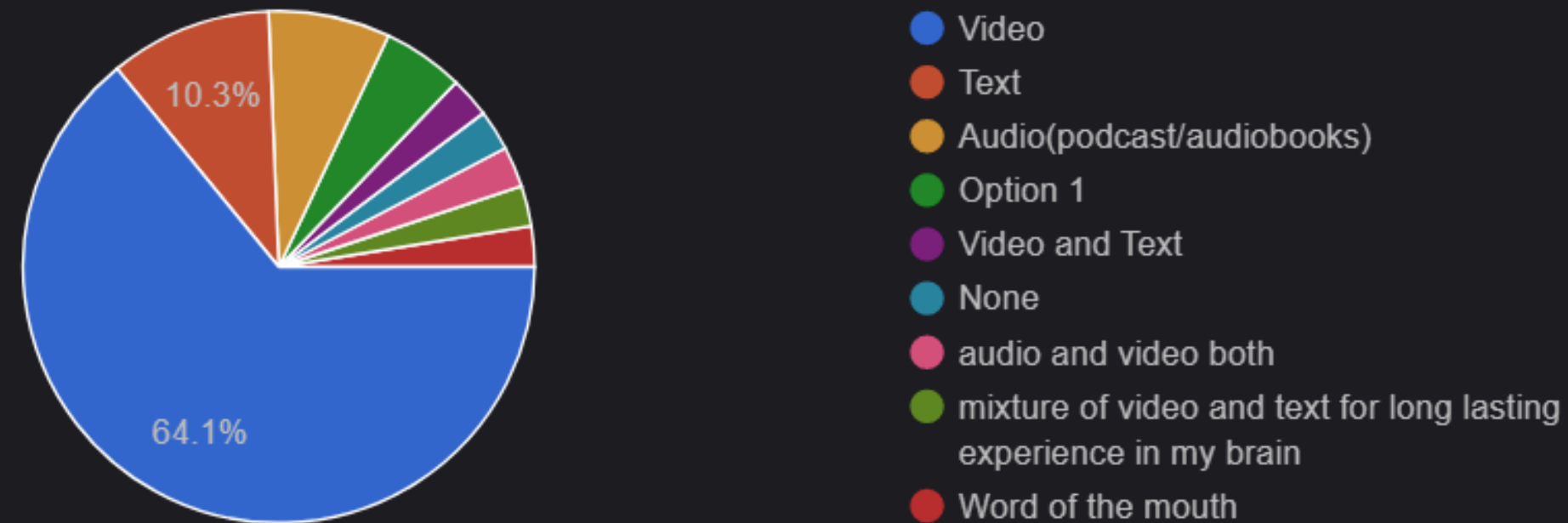
39 responses



Many people were interested to try out the app.
This is consistent with the other findings

Do you prefer video or text based information or any other way

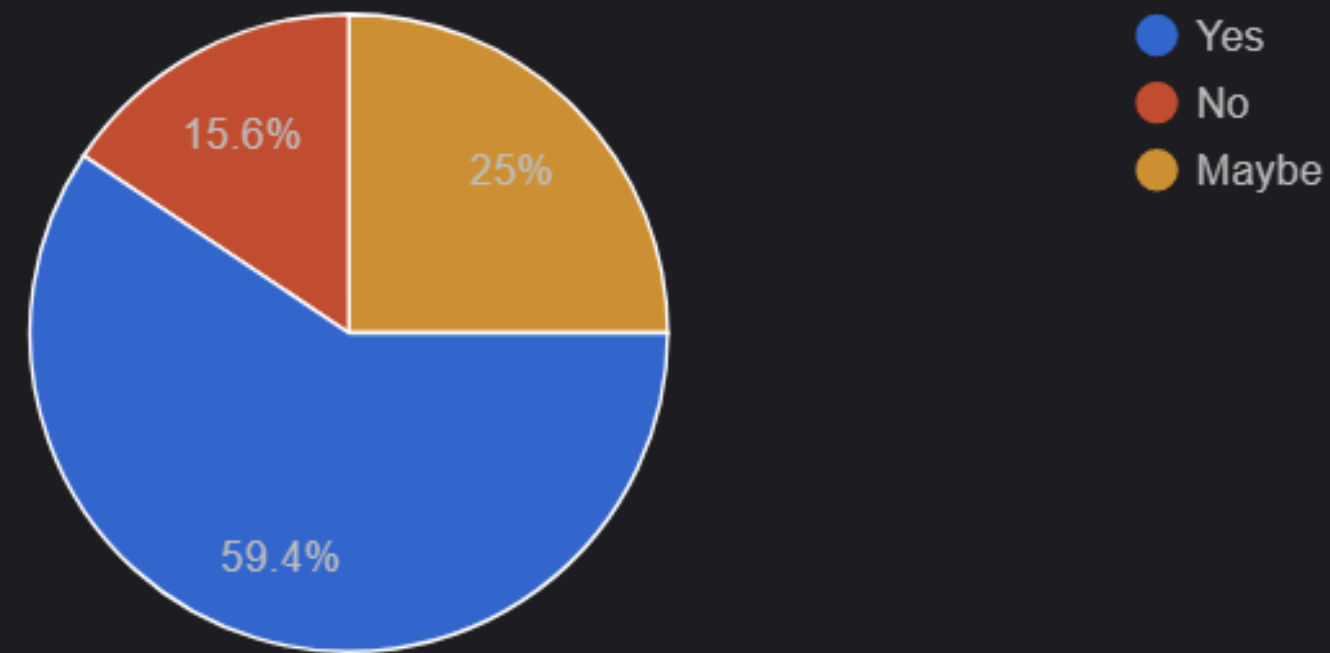
39 responses



One of the most important finding in our surveys and interviews is that people prefer Video content over the traditional text content. It helps them retain the knowledge for longer period of time. It also helps them visualise

would you like to have a dedicated doubt forum for astronomy in the app like reddit.

32 responses



The above data gives an insight of the people's mindset. Importance of peer to peer interaction is also signified.

GROUP 29 MEMBERS

Madhur Gupta

2021063

Ankit kumar

2021015

Ayush Sachan

2021031

Sarthak Gambhir

2020575

Harsh kumar pal

2021047