User Research: App Idea

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App Idea: Photo Journaling app

1. Pitch: Create a photo journaling app that prompts users to write daily journal entries using photos from a phone. The user has freedom to create entries using images, photos, and many other types of styling ideas such as different colors, emojis, sketch areas, stickers, gratitude section and other scrapbook styling ideas to help create vivid memories and experiences.
2. 3 Assumptions:
    a. 1- People need daily reminders to record a journal entry but want to if reminded
    b. 2- Users want a simple, easy-to-use system to record an entry but also have options with creativity
    c. 3- Users want to be able to access the app or past memories as an option, or see it in a journal book style online as another option
3. Problem Statements:
    a. Identify expectations of how people want to record their daily experiences as they open the app
    b. Identify how to remind people daily to journal (help motivate)
    c. Describe what main features should be easiest to access to add to each journal entry
    d. Describe the styling tools that should be available to the user to add creativity and fun to journal entry
    e. Identify options for users to see different layouts of their journal

Survey Design: Survey link: https://forms.gle/WZC2H3BdRzGajhD39

1. Survey Questions:
    a. Screening question - Do you write in a journal? (yes/no)
    b. Do you want to write in a journal? (yes/no)
2. Qualitative Questions:
    a. What kind of journal do you write in? (digital/written)
    b. Would a reminder be helpful in writing in your journal? (yes/no)
    c. What features would make your journal writing experience easier?
    d. What features would be more fun for you to use as you record in your journal?
3. Quantitative Questions:
    a. On a scale of 1-10, how likely are you to write in a journaling app?
    b. On a scale of 1-10, would a reminder help you to want to write in your journal?
    c. How many other journal apps have you used before?
    d. How much would you pay for an app with additional styling tools/layout options?

Analyzing & Reporting Results:
1. 3 Key Findings:
    a. Add a gratitude section to journal (great idea!)
    b. More people DO want to write and record in a journal and would find a reminder helpful to them
    c. Not everyone wants to pay for an app journal. If I were trying to make money off of this and wanted to charge something, I could always have a free version and then bonus add-ons that are locked unless you want to pay extra for the bonus part
2. Surprising Results:
    a. Everyone wants to write in a digital journal instead of hand-written!
    b. Someone thought a gameify feature would be more fun
    c. Someone is willing to pay money for a good journal app
    d. Some have tried other journal apps already
3. Problem Statement?
Yes, I was able to answer my problem statements! I thought it was very interesting to receive back the responses I did about some willingness to write in a journal if given the reminder and what would make the experience more fun or easier to do so. I also found the money part interesting since there was a wide variety of both those who would pay for a nice app with nice features and some aren't willing to do that. It's so helpful to see that something simple and organized is the best approach to any design and what matters more to people in an app.

User Personas:
1. Persona 1 - Liz (mom, on-the-go, busy mom/grandma with her family)
2. Persona 2 - Rhett & Joy (parents, couple, travelers and writers)
3. Persona 3 - Angela (teenager, loves to work on projects, take pictures)

● Name of person
● Image of person (can be drawing or stock image)
● Description of person (age, location, personality, feelings, biography)
● Motivations
● Goals
● Frustrations or Problems

    1.

Liz, 50's, at home or out and about! Keeps busy with her family, kids, and grandkids. Loves to spend quality time with family members. She loves telling others about her kids and grandkids, documenting their life and experiences and sporting events. She loves slowing down and relaxing at home, but also loves to be busy and doing things with her family. She is an extrovert, loves, routine, and has clear goals she likes to finish each day. She is not the most up to date on technology but would love to learn more and loves to help her family and be at home with them. Her frustrations do include technology but she loves to learn things.

2. Rhett and Joy, 40's, world travelers, parents, writers. They love to sightsee and document their travels. They love meeting other people and experiencing different cultures. They are outgoing, smart, and go-getters. They like to stay busy, and love to meet and talk to other people whenever they can. They are both extroverts. They love accomplishing their goals but also thrive off of doing things out of the ordinary and not a set routine. They love to be organized and plan out their future. They spend much of the time during the year traveling but also take some time during the year to plan and set clear goals. Frustrations include disorganization and not clear plans.

3. Angela, 16, photographer and scrapbooks and other projects. She is a student, loves spending time with her friends, family, and sightseeing. She goes with the flow, and likes to take her time for the things she cares about. She doesn't worry about time and rushing for different things. She is patient but could also be considered slow to others. She is an introvert,

doesn't like routine, but likes to do things on her own time. Frustrations include not being organized and that is something that she would like to work on.