User Research: App Idea

Annie Golladay
5-4-21

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.