1. **What are the research questions/goals:**

* Do you use a cycling GPS and would you be willing to use a new one?
* What do you want out of a cycling GPS?
* What are the most important features of a cycling GPS?
* What is more important, the UI or the device?
* How big of a role does height/weight play?
* Any extra features you’d like to see?

1. **How did you proceed to answer these questions? Where and when? How did you set up to allow triangulation?**

I interviewed a few friends who are big in the cycling “game”. One of them has been a road cycler for nearly 10 years and the other does both road and off-road cycling as a triathlete.

Both of my interviews were very unstructured and informal, as they were basically conversations with friends. However, questions were based around:

* Do you currently use a GPS when you ride?
* How do you like it/things that it’s good at
* Things that it’s bad at
* What features would you like to see out of a GPS
* How big of a role does the size/weight of the device play
* Do you prefer a touchscreen or physical buttons?
* What can be done to keep your eyes on the road and not on the device
* Would you rather it be a wearable or a device on the handlebars?

1. **Inventory of Elements**
   1. **The people in the space**
      1. **Who are they, what are they like?**

Pretty straightforward normal people, a lot of people you wouldn’t expect actually. Day to day lives that like to ride on the weekends/mornings.

* + 1. **What are they doing?**

Not entirely sure how to answer this question.

* + 1. **How are they doing it?**

And this one

* + 1. **What do their emotions, purposes, reactions seem to be and what did they say?**

One thing I really noticed is that everyone was really excited to talk about it. It is something they are genuinely interested in and they really enjoy letting you know about it.

* + 1. **What problems do they encounter with their activities?**

The general consensus I’ve heard from everyone is that Garmin has a stranglehold on the industry and

* 1. **The objects**
     1. **What are the functional elements of the objects**

2 types: Either wearable or a device on the handlebar

Almost all of them have a screen and a device; some of which are touchscreen and some are physical buttons.

* + 1. **What are the decorational elements**

General decorational elements to make it look nice.

* + 1. **Which objects do people look for?**

Something strong, functional, that can last and can get the job done. They don’t care about flashy stuff, just something that will work and work for a while.

* + 1. **Which objects do people bring with them that matter to the activities they are trying to do?**

Their phone, a watch, sunglasses, etc.

* 1. **The environment**
     1. **What is the layout?**
     2. **What is the environment like?**

Could be anything from a road to a bike trail to the side of the mountain; depending on the user.

* + 1. **How does it influence the activities people engage in?**

It will effect their needs and how they will bike and also what they will need out of the GPS.

* + 1. **How does the environment support the objects above?**

1. **Interview Responses**

Paraphrasing for this

* Do you use a GPS?
  + Both said that they do
* Do you like it?
  + Both said not necessarily but it does what they want and they don’t really have any other choices
* What it’s bad at?
  + Both agreed that there was nothing very special about their respective devices. They both do what they need to but are pretty bloated and have a lot of room for growth.
* What would you want from a device?
  + One of them was all about the UI. As a former Apple employee, he said he wished the UI looked like it was designed by apple (clean, crisp, simple) with the relevant data.
  + The other wishes he could upload his information remotely from his runs/rides. He would love to see the basic important stuff, speed, time, location, distance, lap time (every mile or 5 miles), heart rate, temp, etc etc.
* Is size/weight important?
  + One of them said “not really” in that “I don’t want to have like an ipad hanging off my handlebars but anything relative to what’s currently out there is nice”. He did specify he’d like more screen space though.
  + The other said it’s much more important and he wants something that won’t effect the wind much and won’t really get in his way. Small and compact is very important for him.
* Any other information
  + They both brought up the social aspect and both brought up Strava. They would love to be able to remotely add to that and share on facebook/whatever what they did, how long, how far, and all other various data.

1. **Results/Insights**
   1. **What are the answers to your research questions?**
      1. Do you use a cycling GPS and would you be willing to use a new one?
         1. Yes they both use one. One uses the Edge 1000 and the other uses the forerunner 910xt
      2. What do you want out of a cycling GPS?
         1. Displayed in comments above. Something quick and informative that they don’t have to dabble with and play around with.
      3. What are the most important features of a cycling GPS?
         1. To have all of the information they want in a small compact size, easy to use, quick, and durable.
      4. What is more important, the UI or the device?
         1. They go hand in hand it seems. You can’t have a good UI while having a bad device and you can’t have a good device while having a bad ui.
      5. How big of a role does height/weight play?
         1. Mixed results, but in general smaller and lighter is always preferred. Durability is more important it seems.
      6. Any extra features you’d like to see?
         1. Social features are a must. Integrated with all major social partners and Strava.
   2. **What other insights did you get from this that are relevant to your design?**

Possibly having a device and a wearable device to go with it; as in something that goes on the handle bars to handle most of the major stuff and a wearable device that pairs up with it for heartrate and such.