

Summary: –

The user had to plan a party for which they had to make and send out invitations, order food and order the needed items.

Interview: -

1. Hi, how are you?
 - Hi, I am doing good.
2. Would you be fine if I recorded this interview?
 - Yes, that should not be an issue.
3. How and who would you like to invite people to the party?
 - I would like to invite my close friends, family members to the party. I would send invites to all of them via WhatsApp and take RSVP using the same application.
4. Where would you organize the party?
 - The location would depend on number of people attending the party. If there are people on a larger scale, then I would reserve a separate place to hold this party.
5. What do you think are the best applications/ tools that could be used to order food for a party?
 - The best applications that could be used to order food are “DoorDash”, “GrubHub”, “Safeway” or “Dominos”.
6. Which method would you prefer to use for managing food and beverages for the party?
 - I would use the online method to order food and beverages for the party due to ease of convenience.
7. Have you planned a party previously? If yes, please describe how you did it.
 - I planned a party along with my family members in a park. I sent them invites via WhatsApp. We had prepared lunch at home and ate it together at the party.
8. How do you think that you could improve organizing a party from your previous experience?
 - I would make sure that there are separate spaces in the party for smoking and drinking. I would also make sure that there is plenty of food available for everyone at the party. No guest should return with an empty stomach.

Insights gained from the interview: -

1. The interviewee used WhatsApp as means to send party invitations and receive RSVP from potential attendees.
2. The interviewee prefers online mode rather than physically visiting a store to order food and beverages for the party.
3. The interviewee understands the issues faced while planning a party previously and mentions methods of avoiding similar ones in current planning.
4. The common challenges regarding issues with navigation of the shopping store and having difficulty while shopping food for a particular cuisine remain same whether the user chooses to shop in-person or online.

Analysis between Interview and Observation methods: –

1. While observing the user, I could see a detailed procedure of all the party planning activities and could identify many challenges.
2. The interview was less intensive than the observation. But it was a bit constrained in amount of information collected.
3. The interview gave a whole idea of what users think of various features such as sending invitations and ordering food as compared to that in observations.

RQ1 - What problems do users face across various steps when users plan a social gathering?

After conducting the research using Interview and Observation as methods, I came upon some common problems the users face while planning a party. These problems are –

1. Users face problems in switching and navigating between multiple applications keeping track of information used in it.
2. Users face problems in choosing food items from too many available options.
3. Difficulty in finding appropriate food items based on the type of meal and guest preferences.