



2.3 User Research and Analysis

Understanding the User

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In the following charts, we will execute the 4 stages of **Research Analysis**:

a. Collect and organize data

(i.e. research data obtained from the previous user interviews conducted)

b. Explore the data for Findings

(A Finding is usually a fact that tells us “what” is happening, but it doesn’t tell us the “why” nor provide us with a way to find a meaningful solution.)

c. Sort and map the data

(i.e. create an Affinity Map)

d. Identify user Insights

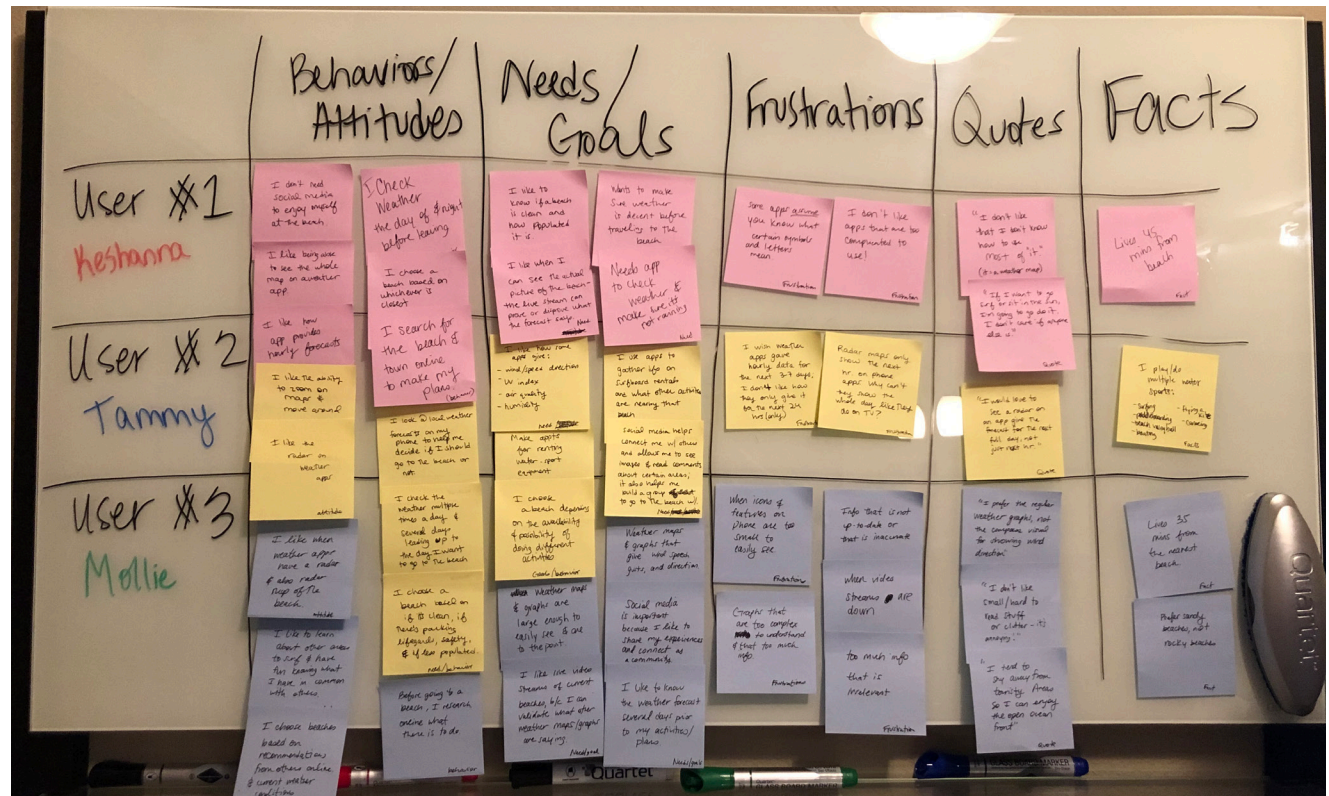
(An insight, on the other hand, is something that describes an aspect of human behavior/motivation and enables us to see how we might take actions to solve a problem.)

The Data Findings Sorted & Organized

After conducting 3 user research interviews, I collected and organized the data into several categories. These categories helped us identify **Findings** within our data.

The categories were:

1. Behaviors/Attitudes
2. Needs/Goals
3. Frustrations
4. Quotes
5. Facts



**Refer to the next chart for an electronic copy of the results displayed in the above image

The Data Findings Sorted & Organized

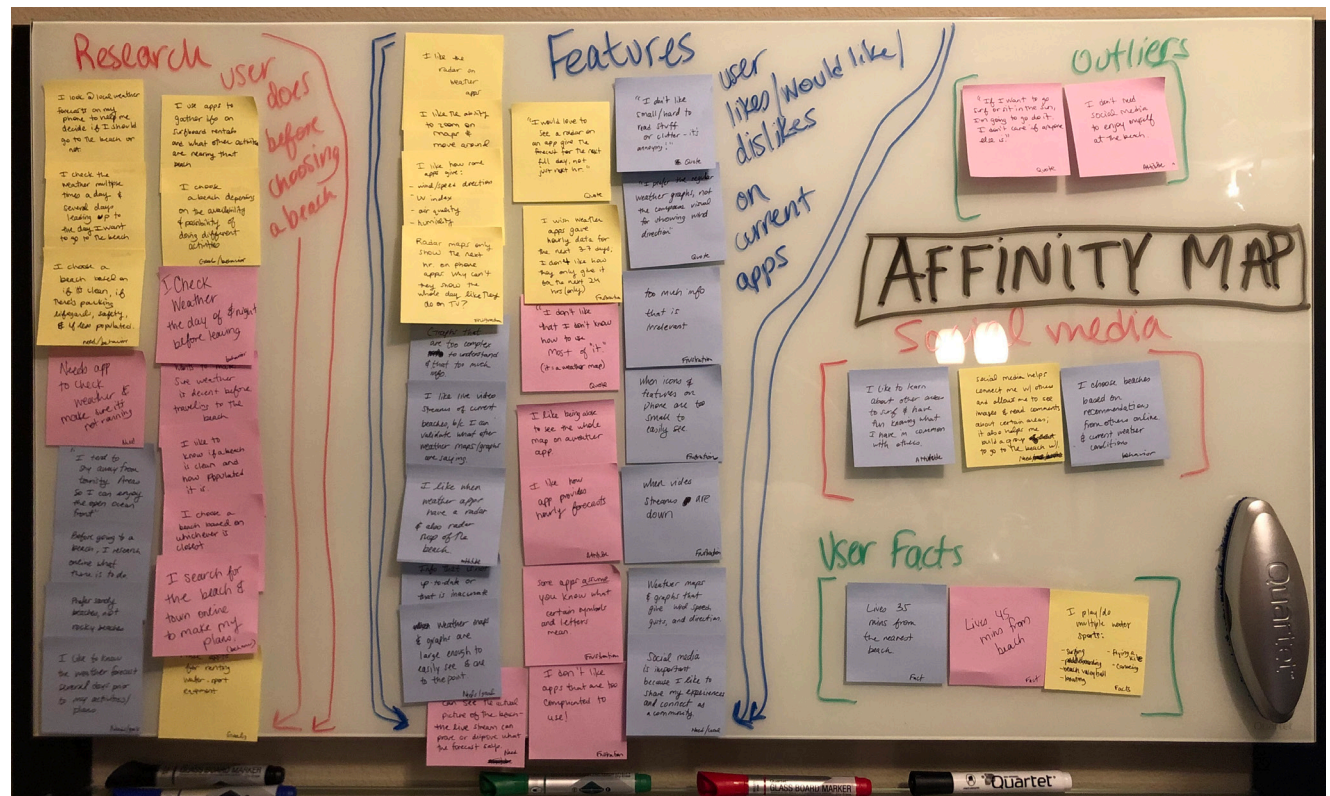
	Behaviors/Attitudes	Needs/Goals	Frustrations	Quotes	Facts
User Interview #1 Keshanna Woodruff	<ul style="list-style-type: none"> I don't need social media to enjoy myself at the beach I like being able to see the whole map on a weather app I like how app provides hourly forecasts I check the weather the day of and night before leaving I choose a beach based on whichever is closest I search for the beach and town online to make my plans 	<ul style="list-style-type: none"> I like to know if a beach is clean and how populated it is I like when I can see the actual picture of the beach - the live stream can prove or disprove what the forecast says Want to make sure weather is decent before traveling to the beach Needs app to check weather and make sure it's not raining 	<ul style="list-style-type: none"> When apps assume you know what certain symbols and letters mean Apps that are too complicated to use 	<ul style="list-style-type: none"> "I don't like that I don't know how to use most of it" (referring to the weather map) "Social media is not that important to me; if I want to go surf or sit in the sun, I'm going to go do it. I don't care if anyone else is." 	<ul style="list-style-type: none"> Live 45 minutes from the beach
User Interview #2 Tammy Lee	<ul style="list-style-type: none"> I like the ability to zoom on maps and move around I like the radar on the weather app I look at local weather forecasts on my phone to help me decide if I should go to the beach or not I check the weather multiple times a day and several days leading up to the day I go I choose a beach based on if it's clean, parking, lifeguards, safety, and how populated it is 	<ul style="list-style-type: none"> I like how apps give wind/speed direction, UV Index, air quality, and humidity info I like making appointments for renting watersport equip. I choose a beach depending on the parking availability and ability to do different activities I use apps to gather info on surfboard rentals and what other activities are nearby Social media connects me with others, and allows me to see what others are saying 	<ul style="list-style-type: none"> I wish weather apps gave hourly data for the next 3-7 days; I don't like how they only give the next 24 hours Radar maps only show the next hour on phone apps; it would be helpful if whole day was shown. 	<ul style="list-style-type: none"> "I would love to see a radar on an app give the forecast for the next full day, not just the next hour" 	<ul style="list-style-type: none"> I play and do multiple watersports including surfing, paddleboarding, beach volleyball, boating, flying a kite, and canoeing
User Interview #3 Mollie Kensington	<ul style="list-style-type: none"> I like when weather apps have a radar and also radar map of the beach I like to learn about other areas to surf and have fun knowing what I have in common with others I choose beaches based on recommendations from others online and current weather conditions Before going to the beach, I research online what there is to do 	<ul style="list-style-type: none"> Weather maps/graphs that are easy to see & to the point I like live video streams of current beaches as they validate the weather forecast Weather maps/graphs that give wind speed, gusts, and direction Social media is important bc I can share my experiences and connect w a community To plan effectively, I need to know the forecast several days prior to my activities 	<ul style="list-style-type: none"> When icons and features on mobile phones and apps are too small to see easily Graphs that are too complex to understand and that have too much info Info that is not up-to-date or is inaccurate When video streams are down Too much info that is irrelevant 	<ul style="list-style-type: none"> "I prefer the regular weather graphs, not the compass visual for showing wind direction" "I don't like small or hard to read stuff, including clutter - it's annoying" "I tend to shy away from touristy areas so I can enjoy the ocean front" 	<ul style="list-style-type: none"> Lives 35 minutes from the nearest beach Likes only sandy beaches not rocky beaches

Affinity Map I

To more clearly understand our data, we created an **Affinity map**. An **Affinity map** is a simple but effective tool for grouping & understanding information. It particularly helped with identifying relationships between the different components.

As a result of the first Affinity map, we identified 5 main groups:

1. **Research** (*how users research to choose a beach*)
2. **Features** (*the various likes/dislikes/or would likes on current apps*)
3. **Social Media** (*how social media plays a role in users' lives*)
4. **User Facts** (*i.e. distance from beach*)
5. **Outliers** (*but related to Social Media group*)

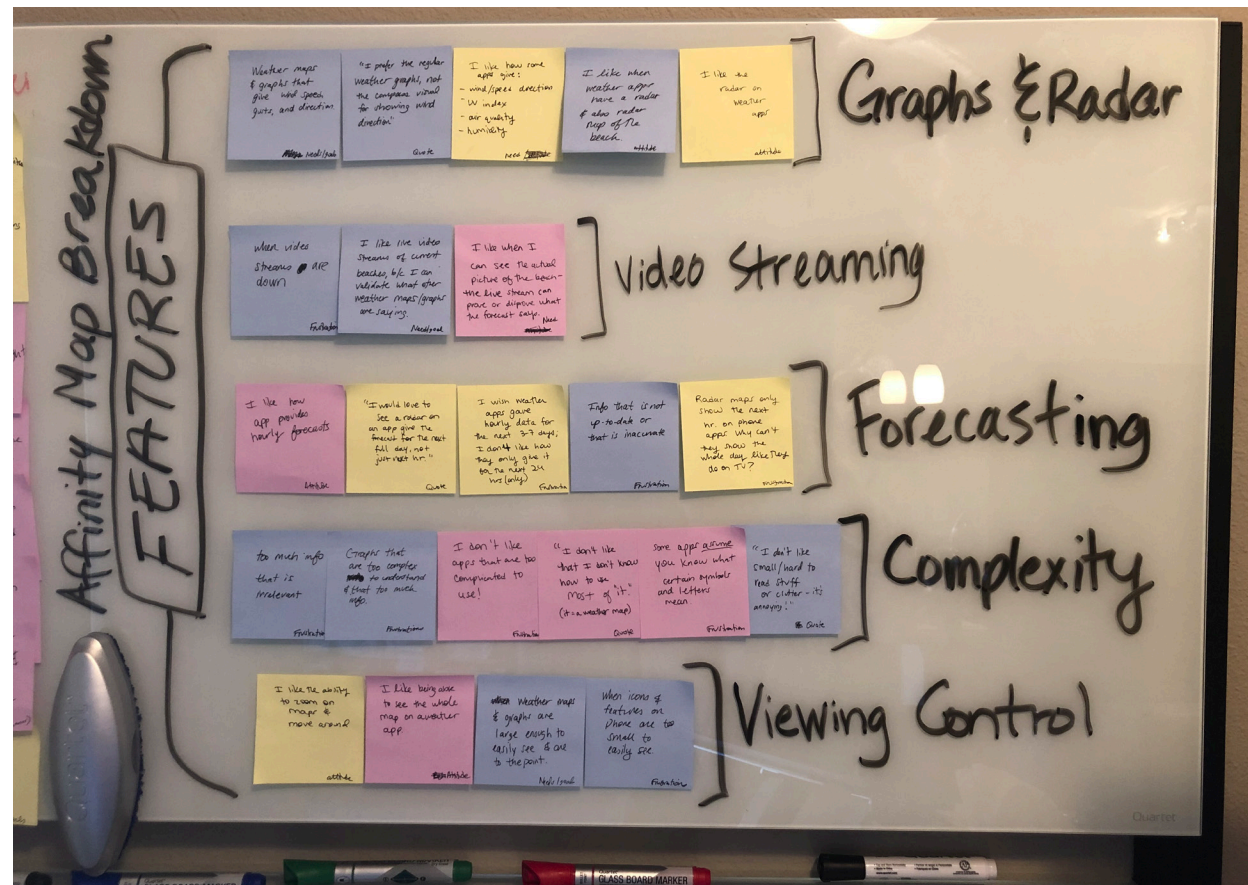


Affinity Map II - Features

To refine our findings from the first Affinity map, we broke down the **Features** category. The Affinity map that resulted can be seen below.

The categories identified included:

1. Graphs & Radar
2. Video Streaming
3. Forecasting
4. Complexity
5. Viewing Control

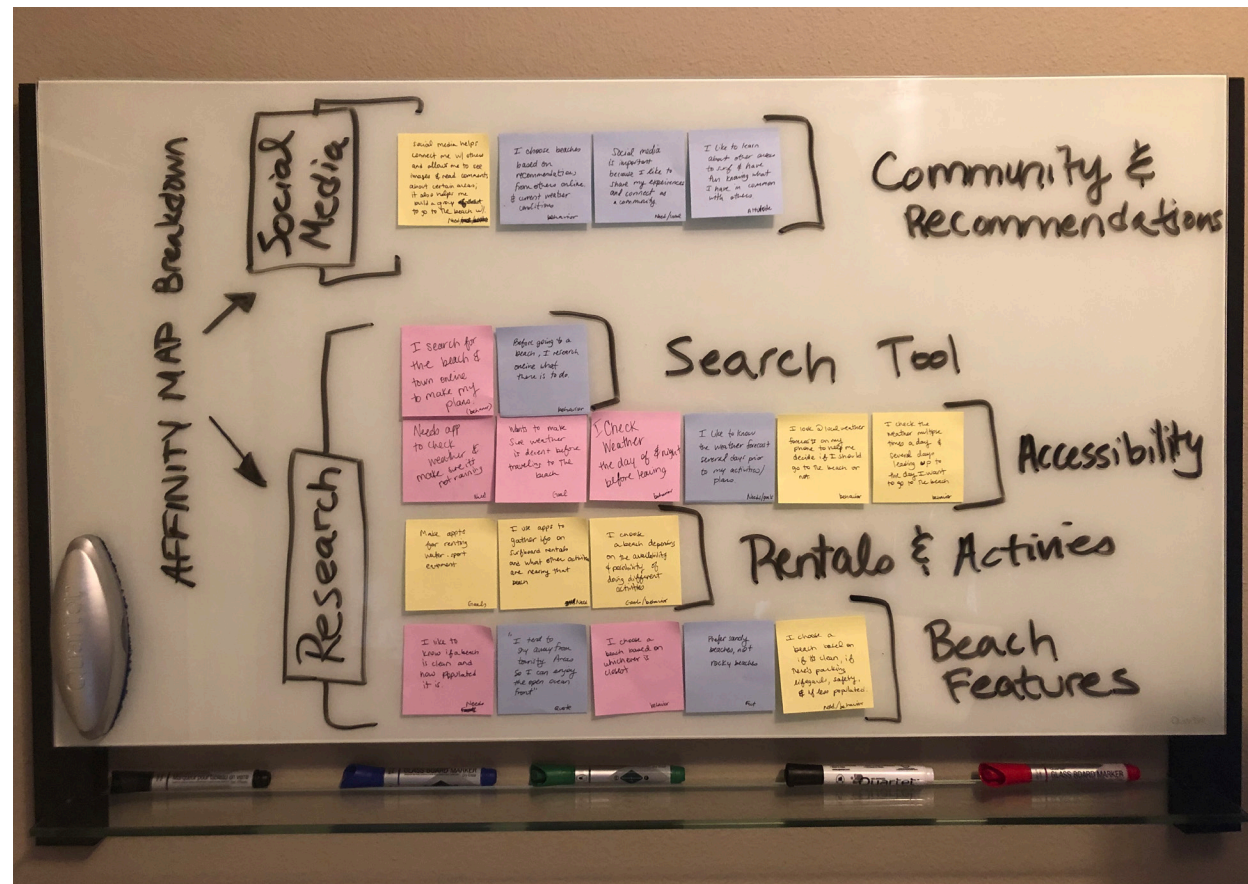


Affinity Map III - Research & Social Media

Additionally, to refine our findings from the original Affinity map, we broke down the **Research & Social Media** category. The Affinity map that resulted can be seen below.

The categories identified included:

1. Community & Recommendations
2. Search Tool
3. Accessibility
4. Rentals & Activities
5. Beach Features



After performing the first 3 stages of Research Analysis, we can now uncover the **Insights**. An **Insight** is something that describes an aspect of human behavior/motivation and enables us to see how we might take actions to solve a problem.

1. Include Live Radar & Graphs (Graphs & Radar)

Users valued live radars, weather maps and graphs. Also, users liked knowing about wind speed/direction, UV index, gusts, wave swell, air quality, humidity, cloud coverage, etc.)

2. Provide Video Streaming (Video Streaming)

Users strongly valued being able to refer to live video streams of beaches

3. Provide Extended Forecasts (Forecasting)

Users valued current/accurate weather info and strongly preferred that hourly forecasts extended several days beyond just the current day; also, that live radar data provided whole-day info vs. just the next half hour.

4. Keep App Simple/Provide Guides (Complexity)

Users do not like apps that are too complex or hard to grasp. Most users prefer simple designs that contain only relevant info and are not cluttered. Users value tips, help guides (i.e. map keys) for more complex or unfamiliar elements.

5. Enable Zoom (Viewing Control)

Users like having the ability to zoom in and out on

maps; as well as to see things quickly at a glance.

6. Use Social Media (Community/Recommendations)

Users value community, connecting with others, and referencing other people opinions and experiences.

7. Enhance SEO & be mobile-friendly (Search Tool)

Users searched online via their phones, tablets, and desktops for their beach activities.

8. Accessible Forecast (Accessibility)

Users utilize their electronic devices at all times, in order to make effective plans. Users like to check the weather multiple times and days before following through on their plans, to ensure the weather is appropriate.

9. Include What's Nearby (Rentals/Activities)

Users value knowing what types of activities, events, rental shops, and restaurants are nearby.

10. Include Beach Info (Beach Features)

Users value knowing what makes a particular beach good to go to. More specifically, info related to parking, cleanliness, safety, lifeguards, population, and etc.