

Task 2.1: Research Methods

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Problem Statement:

Users **need a way to find** the yoga expert, specialise in the Pre-natal and post-natal yoga, **because** they wish to have it would be easily accessible, more convenient and with verities of experts.

We will know this to be true when we see how many users are using our app to find yoga expert by posting questions, rating to the app and at least 12 download per day.

Research method 1:

User Interviews

My first choice would be user interviews for my Yoga expert app project because it provides a simple, qualitative way to begin understanding a product through your users' eyes. It will help me to generate data based on direct observation related to the topic of Prenatal yoga. I would interview in person and personally understands their need and goals. Moreover, assuming questions are crafted properly and respondents do not feel they are being watched or judged, thereby eliminating the risk of an interviewer unintentionally biasing responses.

Research method 2:

User Surveys

I will use "Google form" tools to create the survey to reach out more population. Online survey service make my survey easier to share and analyse. This is best method of keeping, storing, and analysing data throughout the project. Using this method able to quickly determine whether project is moving in the right direction.

Research method 3:

Diary Studies

I personally think this method is really beneficial for those who are first time pregnant women or new mom because they like to note their change in behavior of physical as well as mental health. In a diary study, participants are asked to keep records of their thoughts, while performing activities. This provides a host of valuable qualitative data at the end of the study. Reminders and prompts via email or text message can also be used to help participants remember to record their behavior. Diary studies are most successful when used for behavior studies over a long period of time.

Conclusion:

For this project I will start with **User Surveys** method to understands the wide variety of users. Because this method is cost effective, fast and easy to analysis the data. As this data will be available online any time able to revisit throughout the project.

If any more data is needed during the app's creation **User interviews** can also be conducted to help support the finding for the preferred methods.

The cons of doing the interview verses the surveys is people want to give the "right" answer and may rush in providing one without thinking too intently about it.