Group members: Trevon Friday, Ulirc Aird

Class: Capstone Project

Lecturer: Christyln Willams

Topic: User Driven Content Platform

***Multiple Choice Questions:***

How often do you engage with video-based platforms (e.g., YouTube, TikTok, Instagram)?

A) Daily

B) Several times a week

C) Once a week

D) Rarely

Have you ever created and posted videos on any platform?

A) Yes

B) No

Do you currently write or read blogs on other platforms (e.g., Medium, WordPress)?

A) Yes, I write blogs

B) Yes, I read blogs

C) No

Which type of content do you spend the most time consuming online?

A) Videos (YouTube, TikTok)

B) Blogs or articles (Medium, personal blogs)

C) Social media posts (Facebook, Instagram)

D) News

E) Podcasts

What type of videos do you prefer to watch?

A) Entertainment (movies, TV shows)

B) Educational (tutorials, how-to)

C) Vlogs/Personal stories

D) News/Current events

E) Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Likert Scale Questions:***

(1 = Strongly Disagree, 5 = Strongly Agree)

I enjoy discovering new content creators on different platforms.

1 - 2 - 3 - 4 - 5

I am interested in platforms where I can both watch videos and read blogs.

1 - 2 - 3 - 4 - 5

I find creating content (whether videos or blogs) appealing.

1 - 2 - 3 - 4 - 5

I prefer apps or websites that offer multiple types of content (videos, blogs, podcasts) in one place.

1 - 2 - 3 - 4 - 5

I would be more likely to use a new app if it had a large and active user community.

1 - 2 - 3 - 4 - 5

I am concerned about privacy and data security when using new platforms.

1 - 2 - 3 - 4 - 5

***Open-Ended Questions***:

What features would make a new video and blog platform appealing to you?

When considering a new platform for watching videos or reading blogs, what is the most important factor for you (e.g., content variety, ease of use, quality)?

What do you feel is missing from the current platforms you use for watching videos or reading blogs?

What motivates you to create videos or write blogs, if you’ve ever done so?

***Interview-Style Questions:***

What makes you hesitant to try a new platform that combines videos and blogs?

What platforms do you currently use for watching videos or reading blogs, and what do you like or dislike about them?

If you were to use a platform that combines video watching and blog reading, how would you envision your ideal experience?

What would encourage you to create content (videos or blogs) on a platform you've never used before?

How likely are you to recommend a new video and blog platform to others if you had a positive experience?

***Reflection***

In order to create a questionnaire for people who have never used the web application, we had to carefully consider how to gather valuable insights. Our goal was to understand the content consumption habits of potential users, their attitudes toward new platforms, and the features that would motivate them to try the application.

One major consideration was that non-users lack direct experience with the platform. Therefore, the questions needed to focus on expectations and habits rather than actual experiences. For instance, we used multiple-choice questions to explore general online behavior, such as how often respondents engage with video content, blogs, or other forms of media. These questions helped us establish a baseline understanding of the types of content they consume, which is crucial for aligning the platform’s offerings with user interests.

The Likert scale questions used to measure how open respondents were to trying a new platform that combines video watching and blog reading. These questions provided insights into their willingness to adopt new technology, create content, and engage with a new community. By understanding their level of interest and engagement on existing platforms, we could determine how appealing the new platform might be for different types of users.

Open-ended, interview-style questions were created to prompt reflection and gather deeper insights. These questions dived into what motivates individuals to try new apps and what they believe is missing in the platforms they currently use. This approach enabled respondents to offer more detailed feedback, uncovering unmet needs or frustrations with their current experiences that the new platform could potentially address.

Challenges

One of the main challenges was to make the questions engaging for people who might not have a strong incentive to try the platform. The questions needed to be broad enough to capture general preferences, but specific enough to provide useful data. Also, creating open-ended questions that were neither too vague nor too technical was crucial for getting thoughtful responses.

Conclusion

The questionnaire aligns with the project's goal of understanding what could attract new users to the platform. It focuses on user habits and preferences, providing valuable insights for both product development and marketing strategies. This will help address the needs and motivations of non-users.