

User Study Report

1 Justification of Topic of Choice

1.1 Relevance:

The goal of our project is to establish a product for students that are helpful, simple, and entertaining for them. So, through our concept of 'Student Survival Guide', we ensure that we will provide useful and helpful information for students in an entertaining way, and with a simple design of the website. With this concept too, we would like to help ease the daily-lives of our target-users.

1.2 Significance

In alignment with the goal of the project, we think that this topic relating to students' struggles is worth exploring, as we are aware that the struggles that students are facing while having to balance their study and personal life are sometimes affecting the students' mental well-being, and we would like to help them to ease their daily struggles.

1.2 Alignment with Guidelines

Our chosen topic aligns with the established criteria because our product cannot function without knowing the needs of our target group. This is because our website will provide helpful tips and information regarding the hardships students face. If they struggle with meal planning and cooking. We shall provide them with tips, recipes and other ideas and information. If they need help with cheap groceries, we will provide them with information on what the cheapest grocery stores are, where you could find them and the quality difference.

2 Target User Description

Our target user is students, regardless of their age, gender, and nationality. Especially students who are struggling with the responsibilities that they still must do at the same time with keeping up with their studies.

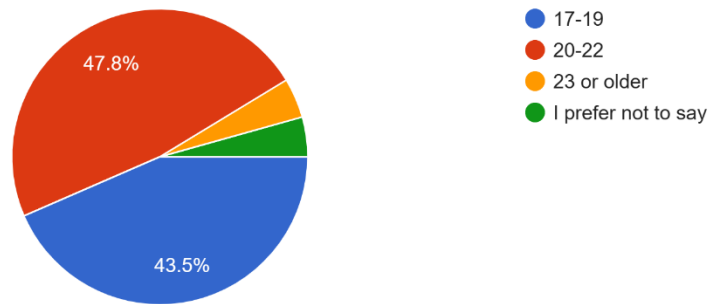
3 Field Study Results

3.1 Survey Result

To further understand our target-users, we conducted a survey, for which we received in total 43 responses, and here are the statistics for each question in the survey:

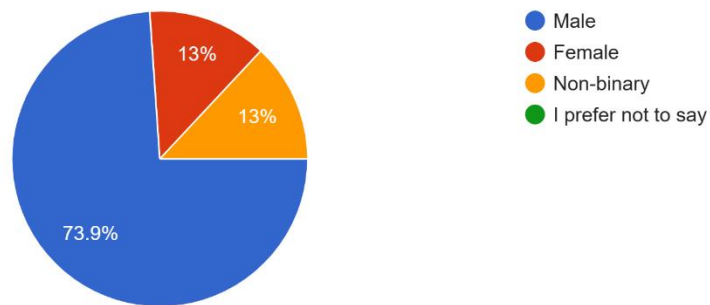
What is your age?

23 responses



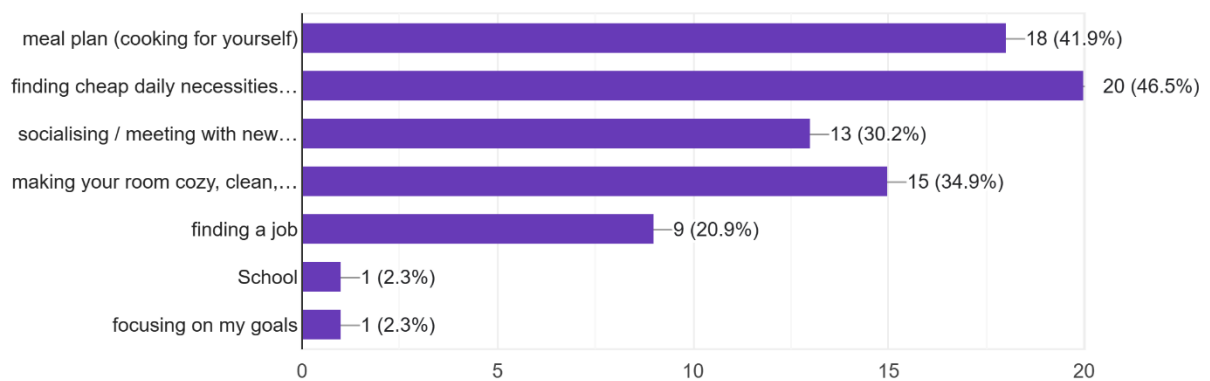
What is your gender?

23 responses



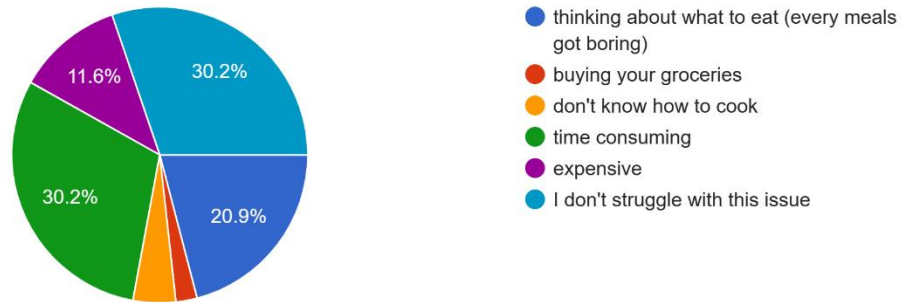
As a student what are you struggling with the most?

43 responses



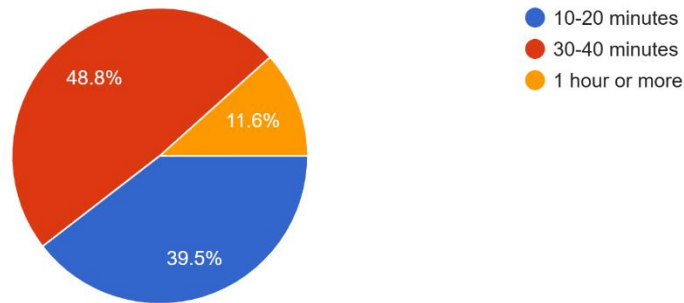
If you struggle with planning and making your meals, what is the main reason?

43 responses



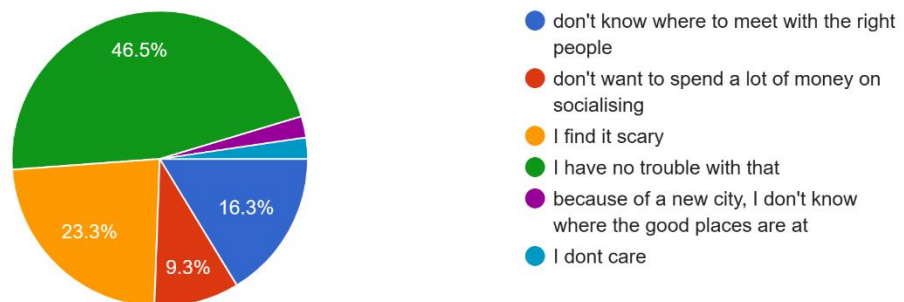
How long are you willing to spend time on cooking everyday?

43 responses



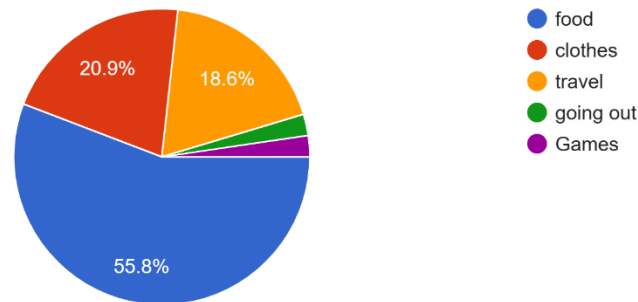
What is stopping you from socialising?

43 responses



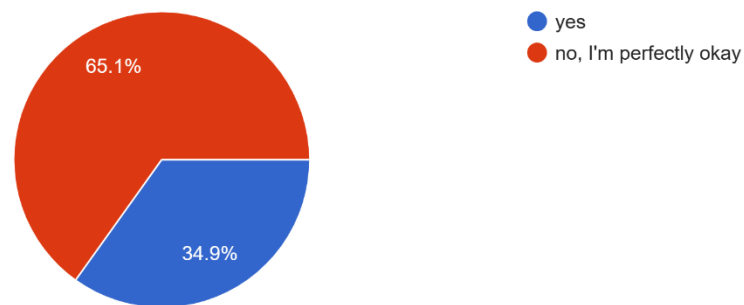
What are you spending the most money on (excluding the rent)

43 responses



You moved out from your home and don't know how to build a home from your space, would you need inspiration ideas on doing that?

43 responses



If you struggle with organising your home, what is the main reason?

43 responses



3.2 Interview Transcripts

Besides conducting a survey, we also conducted interviews. In total we managed to interview 6 people, and here are the transcripts of the interviews:

Interview 1 (conducted by Ellyshia)

Interviewer: Hello, my name is Ellyshia, I'm an ICT student from Fontys, and currently I'm doing a user research for the target user of my Student Survival Guide website project. That's why we're here today to do this interview. Before we start, can you please first introduce yourself?

Interviewee: Yes, my name is Erika, I'm 18 years old, and currently I'm a student at Fontys.

Interviewer: Nice to meet you, Erika. Ever since you started studying here, have you experienced any struggles related to your daily life as a student?

Interviewee: I mostly struggle with finding cheap daily necessities and groceries.

Interviewer: Why do you struggle with that? Is there any specific reason?

Interviewee: I think that things here are just expensive in general, so even though people say that for example the things that are sold in this particular store are cheap, I still think that the things there are expensive.

Interviewer: I see, is there any other struggle you're facing?

Interviewee: I'm also still struggling with having to cook every day, because I'm still not used to cooking for myself every single day, and because I'm a picky eater, that also makes it harder for me. Oh, and because not all ingredients that I used to have back at my home country are available here, I also sometimes get confused of what I should make with the limited choices of ingredients.

Interviewer: Ok, so you cook everyday, what ingredients do you always have at home?

Interviewee: At home, I always have eggs, rice, and food additive, because I don't like my food bland.

Interviewer: Ok, do you have any other struggles you're experiencing?

Interviewee: Currently I'm also struggling with language barrier, even though people here can all speak English, but I still feel like I can communicate better with them if I can speak the local language.

Interviewer: I see, so connecting with the local people is important to you then?

Interviewee: Yes, I would like to connect with them more.

Interviewer: Ok, do you maybe still have any other struggles you would like to share?

Interviewee: No, I can't think of anything else other than those I mentioned.

Interviewer: Ok then, that's the end of our interview, thank you for your time and willingness to do this interview.

Interviewee: My pleasure.

Interview 2 (conducted by Ellyshia)

Interviewer: Hello, my name is Ellyshia, I'm an ICT student from Fontys, and currently I'm doing a user research for the target user of my Student Survival Guide website project. That's why we're here today to do this interview. Before we start, can you please first introduce yourself?

Interviewee: Hello, I'm Mike, I'm 18 years old, and I'm now a student studying at Fontys.

Interviewer: Ok, nice to meet you Mike. Ever since you started studying here, have you experienced any struggles related to your daily life as a student?

Interviewee: For me, I find that finding the right daily necessities and groceries is a little hard.

Interviewer: Can you please elaborate on which part you find it hard and why?

Interviewee: Sometimes not all the things I'm looking for are available, and also for each brand they have different prices, so sometimes I get confused on which one I should buy.

Interviewer: I see, is there any other struggle you're facing?

Interviewee: I find that having to cook everyday is also exhausting because sometimes I don't know what I want to make for that day, and also with the ingredients I have I sometimes get confused of what I can make with it.

Interviewer: Can I ask what ingredients do you always have at home?

Interviewee: I always have instant spices in packets, so they are packets with instant spice mix inside. I also always have cooking oil, eggs, and meat.

Interviewer: I guess the instant spices saves you a lot of time in preparing food then?

Interviewee: Yes, that's why it's important for me to always have them.

Interviewer: Other than that, do you find anything else hard relating to your daily life as a student?

Interviewee: Well, I'm the type of person who likes to see my place clean and neat, for me it's more comfortable if my home is organized and clean. But to achieve that, I still think it's a lot of work for me, so I'd like to maybe get some help on that, like know more on how to organize and clean my place easier and quicker.

Interviewer: I see, so you're someone who likes their place clean and neat. Other than the ones you mention, do you maybe still have a struggle you would like to share?

Interviewee: Hmm.. right now, maybe because I'm also still new here, I find it hard to find the right international friends because so far I haven't been able to connect with them. I think this might also be because of cultural and lifestyle differences.

Interviewer: I see, I hope you will finally find international friends you can connect with. Other than the ones you mentioned, do you find anything else hard in your student life?

Interviewee: No, I think that's all.

Interviewer: Ok then, that's the end of our interview, thank you for your time and willingness to do this interview.

Interviewee: Yes, you're welcome.

Interview 3 (conducted by Luc)

Interview with Helia, 17-year-old student

1.

Luc: Are you an international student?

Helia: no, I am not

2.

Luc: Do you live with your family or student house/apartment?

Helia: Right now, I live with my family

3.

Luc: What are some struggles you've encountered since you started your studies? And in your student life in general? (Money, making friends, cooking, job, etc)

Helia: adapting to the new ways that they teach you in class and their schedule was kind of weird like even after a week I still was struggling to adapt to it. my study is also pretty confusing which didn't help at all.

- so far in my student life I haven't really encountered any struggles.

4.

Luc: Can you give examples of what you're having trouble with?

Helia: new schedule, everything kind of depends on you, lack of communication.

5.

Luc: Would you like help with those problems?

Helia: I'm already getting it with the help of students.

6.

Luc: Are there other problems you'd like help with? You may name multiple things

Helia: no not really.

Interview 4 (conducted by Luc)

Interview with Adam 17-year-old student

1.

Luc: Are you an international student?

Adam: No

2.

Luc: Do you live with your family or student house/apartment?

Adam: I live with my family.

3.

Luc: What are some struggles you've encountered since you started your studies? And in your student life in general? (Money, making friends, cooking, job, etc)

Adam: My struggles were trying to understand the new school system with portfolios. And trying to blend my job and study together. These issues have been solved.

4.

Luc: Would you like help with those problems?

Adam: No since I've solved these problems myself

5.

Luc: Are there other problems you'd like help with? You may name multiple things

Adam: No. I just wish teachers weren't so cryptic about explaining the new school system.

Interview 5 (conducted by Aisa)

Interviewer: Hello, my name is Aisa, I'm an ICT student from Fontys, and currently I'm doing a user research for the target user of my Student Survival Guide website project. That's why we're here today to do this interview. Before we start, can you please first introduce yourself?

Interviewee: Yes, my name is Bryan.

Interviewer: Ok let's start with the questions. When you came to The Netherlands did you struggle with any problems, and if yes what problems were those?

Interviewee: Yes, money I think and the weather....and food also.

Interviewer: Food? Do you cook for yourself, or you usually order?

Interviewee: I usually cook.

Interviewer: What ingredients do you always have at home?

Interviewee: Spices like onion/garlic powder, paprika, BBQ sauce, salt, pepper, and some other stuff. Also, I have some vegetables at home like broccoli, (peppers)and carrot.

Interviewer: How much time do you spend on cooking per day?

Interviewee: Less then 10 minutes.

Interviewer: All right and do you cook every day, or you cook a big portion of food a few times a week?

Interviewee: Everyday.

Interviewer: When you come here did you struggle with socializing, and if yes what helped you to not struggle with that?

Interviewee: Yes, and no.

Interviewer: Oh okay, so would you like to have a website where you can see some tips on like where to go to socialize, like a list of associations?

Interviewee: Sure.

Interviewer: Could you decorate your new home to make it feel like it is a home? And if no would you like to see some decoration ideas, or tricks?

Interviewee: Not really and yes, I would like that.

Interviewer: Finally, you said you struggling with money mainly, what do you spend the most money on?

Interviewee: Clothes I guess, and other stupid stuff.

Interviewer: Ok, thank you for your time and willingness to do this interview.

Interviewee: It is alright.

Interview 6 (conducted by Aisa)

Interviewer: Hello, my name is Aisa, I'm an ICT student from Fontys, and currently I'm doing a user research for the target user of my Student Survival Guide website project. That's why we're here today to do this interview. Before we start, can you please first introduce yourself?

Interviewee: Yes, I am Fabiana.

Interviewer: Hi Fabiana, my first question would be, what did you struggle with the most when you come to The Netherlands.

Interviewee: Language, when I go to the supermarket or anywhere, everything is in Dutch and my Dutch is non existing.

Interviewer: All right, it is a random question, but do you cook every day for yourself.

Interviewee: Yes.

Interviewer: Ok, have you struggled with that, and if yes what was the main problem.

Interviewee: Yes, and it was creativity, like I always cooked the same, like rice & chicken, rice & chicken...

Interviewer: Same actually. So, a budget friendly meal plan would help you?

Interviewee: Yes.

Interviewer: Do you try to keep up with any diet?

Interviewee: Hmm... No, I do not really care.

Interviewer: Ok good. Did you struggle with socializing when you came here?

Interviewee: No because, I already had friends here, so like I knew people, and they introduced me to other people. So, for me it was easy.

Interviewer: Good. Could you decorate your room to make it more homelike, and if yes how could you manage to do that?

Interviewee: Yes, I bought some things from IKEA and some other stores, but actually it does not feel like my room, I'm still trying to work on it.

Interviewer: All right, would it help you if there would be a website where you could find some inspirational ideas on decorating your new room.

Interviewee: Yeah.

Interviewer: Ok, thank you very much.

Interviewee: Thank you.

Interview 7 (conducted by Aisa)

Interviewer: Hello, my name is Aisa, I'm an ICT student from Fontys, and currently I'm doing a user research for the target user of my Student Survival Guide website project. That's why we're here today to do this interview. Before we start, can you please first introduce yourself?

Interviewee: Hi, I am Blanka.

Interviewer: Thanks, so when you moved to study in a different country, for You it's the UK, what did you struggle with the most.

Interviewee: I am struggling with homesickness all the time.

Interviewer: Oh okay. What could help you to feel better, do you have already any idea about it?

Interviewee: Maybe when I can speak with my family members, friends.

Interviewer: Ok, would it help you if there would be a site which would show you some tips on socializing, like it would list you the nearby associations or places where you could socialize

Interviewee: Yeah I think so.

Interviewer: Next question would be about cooking. Did you have any trouble with cooking for yourself?

Interviewee: Yes, it was for me, because when I lived at home, when I was a high school student, my parents cooked for me all the time. So, for me it's totally new.

Interviewer: Ok, how many times do you cook for yourself in a week?

Interviewee: It depends... But I would say in average 3 times.

Interviewer: What are the ingredients that you always have at home?

Interviewee: Spices probably.

Interviewer: Ok final topic, could you decorate your new room to make it feel homier. And if no would it help if in a site you could find inspirations for it, which would be budget friendly, and would help you.

Interviewee: Well, I tried to make it feel like home, but I think I failed.

Interviewer: Ok would you like to add anything else for this topic, like what you would like to see in a Student Survival Guide website.

Interviewee: No.

Interviewer: Ok then thank you for participating.

Interview 8 (conducted by Darius)

Interviewer: Hi, my name is Darius, and I am an international student at Fontys ICT Media Design. I am gathering information for my Student Survival Guide website project.

Interviewee: Hi, my name is Stephan, and I am ready for your questions

Interviewer: Ok so first question: Did you have or had any type of problems or struggles first time when you arrived in Netherlands?

Interviewee: Yes, but is normal because I came from different culture, so it was a little bit different when I arrived here. Nowadays I still have problems with food and saving money.

Interviewer: What kind of problem with food?

Interviewee: I don't know very well to cook and don't have that much time to do it so usually I am buying food that is already prepared from Jumbo or Albert Heijn. And this might be the reason why I am finding very hard to save some money.

Interviewer: Good to know! Did you face any other problems?

Interviewee: Yes, with weather. The weather here is very unpredictable so I always must carry with me a lot of clothes.

Interviewer: Ok, thank you for your time, these were all my questions.

Interviewee: No problem, Bye!

Interviewer: Bye!

Interview 9 (conducted by Darius)

Interviewer: Hi, my name is Darius and I am an international student at Fontys ICT Media Design. I am gathering information for my Student Survival Guide website project.

Interviewee: Hi, my name is Sebastian

Interviewer: Ok so first question: Are you an international student?

Interviewee: Yes, I am.

Interviewer: Second question: Did you have or had any type of problems or struggles first time when you arrived in Netherlands?

Interviewee: Yes, I and I am still having problems with a lot of stuff here.

Interviewer: Can you tell me what kind of problems you have?

Interviewee: Sure. One of them is the weather. I am coming from a country where it doesn't rain too much and is also not that cold. I am currently living in Eindhoven but a little far from university, so I find it very hard to reach there while raining and the wind also is very powerful here. And I am finding very hard to find cheap food at stores because I am not used to cook that much so I am spending a lot of money on groceries.

Interviewer: How many times per week you try to cook?

Interviewee: Usually, 3-4 days per week because I don't have that much time.

Interviewer: And the last question what do you like to cook the most?

Interviewee: My speciality is chicken with french fries.

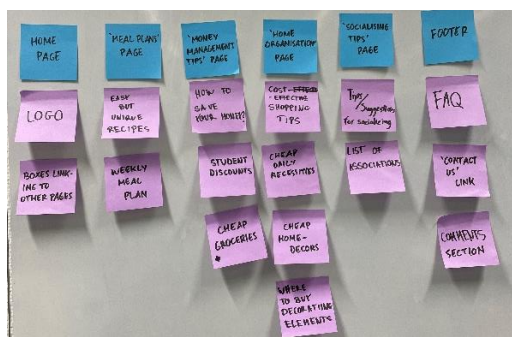
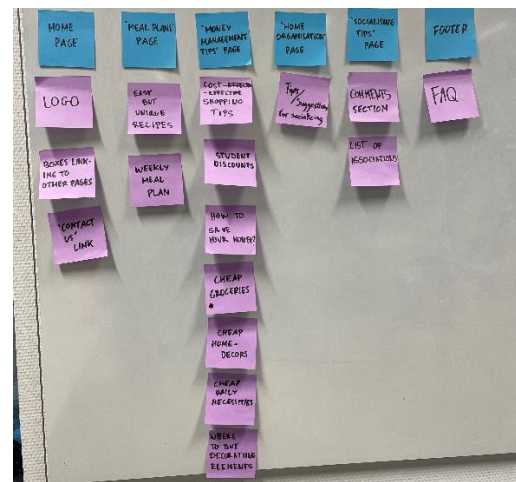
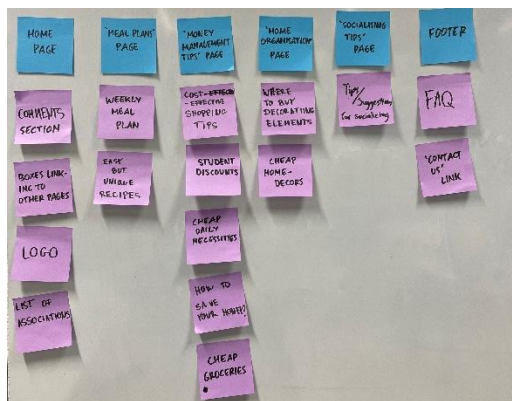
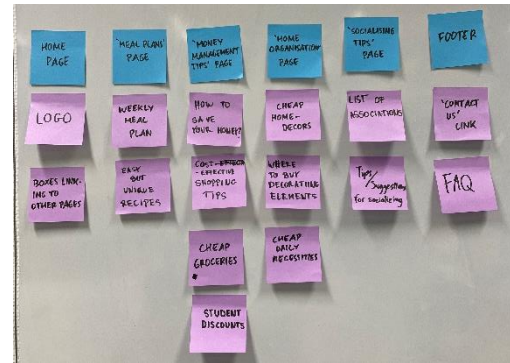
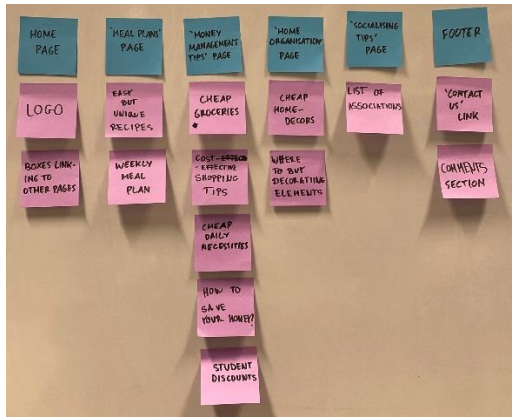
Interviewer: Nice! This were all my question for today, thank you!

Interviewee: No problem, Bye!

Interviewer: Bye!

3.3 Card Sorting

Besides doing survey and interviews, we also did a research method called 'Card Sorting' which helps us understand more how our target-user thinks when they search for the information that we will provide in our website. This research result will be part of a huge influence of how we will group the information in our website. For this research, we got responses from 5 people, and here are the results:



4 Analysis of Data

4.1 User Requirements

Based on the data we received from our research we can make a list of requirements.

- Users want help with cooking and meal planning and what to eat every day that is cheap yet healthy. The cooking should also not take too long.
- Users want help with finding places and stores where they can buy cheap groceries and necessities that still is of decent quality.
- Users would like help with organizing and decorating their home/room in a cost-effective way.
- Users would like assistance with socializing and making new friends. Finding it difficult or not knowing the right places to meet new people.
- Some users expressed their struggle to find a job whether it is pay, joy, or a language barrier that is stopping them

4.2 Personas

Persona 1



Persona 1 is a card for Josh, a 20-year-old student from Eindhoven, The Netherlands. The card features a photo of Josh in a swimming pool, a bio, wants and needs, frustrations, and tech preferences. The design uses a green and orange color scheme with a heart-shaped photo frame.

Bio
Lives alone in a student housing, and is a full-time bachelor student at Fontys University of Applied Sciences. Has never lived alone before, and currently has to balance his studies and personal life.

Wants and Needs

- Buy groceries and daily necessities that are cheap.
- Cook everyday for only a short time and without it being a burden.
- Be able to socialize and find friends easily.
- Organize his home without having to spend too much on it.

Frustrations

- Thinking of what to cook everyday is exhausting and too much effort.
- Don't know where to buy groceries and daily necessities that are cheap.
- Wants to organize his home but didn't because he thinks it's expensive.
- Finds it hard to socialize because it's scary, and he also doesn't know where he can find the right people.

Tech

Internet: 5 dots (all filled)

Gadgets: 5 dots (all filled)

Early adopter: 5 dots (4 filled, 1 empty)

Josh
20
Eindhoven, The Netherlands
Student

Persona 2



Luna

17

Roermond, The Netherlands

Student

Bio

Lives with her parents, and is a full-time bachelor student at Fontys University of Applied Sciences. And currently has to adjust to her new life

Wants and Needs

- Wants to make new friends
- Needs more social interaction
- Wants to find a way to balance her job and studies
- Needs a way to schedule her study sessions more effectively

Frustrations

- Struggling to make new friends since her study started
- Finds it hard to adapt to the new school system
- Cannot figure out where to meet new people
- Cannot find a balance between her study and free time

Tech

Internet



Gadgets



Early adopter

