

Field Study Script

Date: November 2019

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Script (session length: 60 minutes)

Participant Name: G

Email: -

Time/Date: November 11, 2019

Location: Los Angeles, California

0. Introduction (5 mins)

Explain what we are here for.

Read the following....

"Thank you for participating!

We're not evaluating you in any way, but we're learning from you about how you look for information online and what works and doesn't work for you. With this, we hope we can make our product better for people like you. There are no right or wrong answers to any of the questions I'm asking in this study - we're simply interested in understanding how you do things online. We will conduct this study mostly as a discussion - I will ask you to show me how you search for things and ask you questions to better understand what you do.

Here's how the session's going to be scheduled. We'll ask you a few general questions about how you choose a specific workout routine or diet plan. We'd like you to think out aloud, which means you give a running commentary of what's going on in your mind. You can talk about things you like or

don't like. Feel free to say anything that comes to your mind; don't worry about offending us since we didn't design this product.

We will record a little video of you so that I can go back and review things later and make sure we get everything right. We won't use your name in connection with the recordings or the results. The videotapes will only be used internally and never shared anywhere with anyone.

How does all that sound to you? Do you have any questions at this point?"

[Have person sign NDA & turn cell phone off]

****Participant did not feel comfortable being audio recorded so I just took notes on her response****

1. Basics <grab this information from observation, if possible. Ask ONLY if desperately necessary>

What kind of appliance? **Iphone X**

What kind of browser? **Chrome**

What kind of work environment? **Apartment living room**

2. Background (5 mins)

(For the video) Could you tell us your name and tell us a little bit about what you do.

G: 4th year student at UCLA studying Political Science and interested in becoming a teacher!

Where do you usually use your phone? What for (email, work, watching movies, etc.)?

G: Uses phone for most tasks, including social media, messaging/calling, work, music, watching movies/videos.

How much time / week do you use your phone? (In hours.)

G: Around 4 hours a day, so 28 hours a week.

What do you usually use your computer for? And how much per week?

G: Works on computer for school assignments and work. Mainly uses computer at home instead of using the phone. Uses computer for same functions as phone.

3. Design Search background (10 min)

{frequency of working out} How often would you say you work out? (Don't prompt unless they get stuck. Then suggest "once a day? As much as ten times a day?")

G: Works out around 2 times a week.

{success of working out to a routine} How consistent are you with working out regularly? Do you usually have success when following a specific routine?

G: Usually splits days working out into a certain body area. Will work on legs/core one day, and then arms/back/shoulders the other day. Difficult to keep up, but feels good to work out especially when stressed to makes an active effort to maintain routine.

{goals of work out routine/healthy diet} What kinds of workout information or diet plans do you usually look up? What kinds of information are you looking for? For you? For others you work with?

G: I used to try to follow the keto diet but I kept forgetting which foods I was or wasn't allowed to eat so I would always look up which foods were within my diet. I'm pretty familiar with my routine, I would look up new exercises when I get bored of my regular routine to switch things up a bit. I am looking for something that I can easily include and adopt into my regular workout routine.

Which diet plans and workout routines were most successful for you?

G: Probably ones that were the easiest to follow. Keto was too complicated and I couldn't keep up with it because I was so tired all the time. I just try to eat more vegetables and healthier foods now. It's too much work tracking calories and specific foods for me.

{alternate sources of information}

Do you have specific websites you go to for food/workout inspiration?

G: No, not really. I just browse casually. I do follow Instagram influencers and I would look on their pages for workout inspiration or to check their form doing certain exercises.

When did you first start using it? How did you hear about it?

G: I found these influencers because I just looked up workout inspiration on Instagram. First started using around high school. Heard about it through my friends because we all played sports together in high school.

Do you search for these sites, or do you jump directly to them? (e.g., via bookmark or typing in the URL directly?)

G: Usually search. I don't have a specific site that I use all the time.

Do you read forums to find answers to design questions?

G: I know there are forums out there but I don't really read too much of them. I think there's just too much information out there and I found that what I've been doing has worked pretty well for me. It makes the most sense because I have no time to do more.

4. User's own searches (35 minutes)

I would like you to look up some workout routines and healthy diet plans! When you're doing these tasks, use whatever websites/tools you'd normally use, and please think aloud. (explain this to user). *keep your hands off the interviewee's keyboard.*

Search #1: easy home workout - Google

{origin of name search tasks} What made you think about this task? (Or.. what's the origin of this search task?)

G: Has a really busy week, so don't really have time to go to the gym and do a full workout. Looked for "easy home workout" because that is what she wanted

How much time would you spend on a search like this?

G: Results seemed very generic and not that interesting. Immediately sort of lost interest and wanted to refine search to get different results. Suddenly remembered she had an app on her phone that she really liked because it had a lot of different bodyweight exercises.

Search #2: Bodyweight app - Iphone

Why did you choose to look up workout routines on this app instead?

G: Easier to use because it is all consolidated into this one app and can scroll through exercises easily instead of having to specify and redefine Google searches to find what she is looking for. Also previous results seemed generic and this app seemed “legit” and she already knew that it offered new and interesting workout routines so it is easy to fall back on it.

Search #3: Workout video - Youtube on laptop

G: Expressed excitement over a specific Youtuber that she also follows on Instagram that posts 20minute workout videos that she used to follow along and do all the time.

Why did you choose to look up workout routines on Youtube now?

G: Remembered that there’s this video that I used to do. It is easier to follow along to a Youtube video than looking at static pictures on Google or on a small screen on your phone if you’re working out at home.

Is there a reason you choose to look at different options on different devices?

G: Well I only have the app on my phone so that’s why I was looking at it. Google and YouTube are easier to use on the computer because of the larger screen and makes it easier to follow along and look things up.

What prompted you to think about YouTube videos?

G: Just seeing “20 Minute Workout” reminded me because that’s the title of the video. I just remember really enjoying following the video so again it’s easy to fall back on.

How much time would you spend searching for a workout routine to do for the day?

G: Maybe 5-10 minutes? It depends on how I’m feeling.

{satisfaction} Are you satisfied with the outcome of the search? How do you decide if you have found what you are looking for?

G: Yes, pretty satisfied. Again, it depends on how I'm feeling. If I'm adventurous I want to spend time looking for new things to do. If I just want someone comfortable and familiar I would just remind myself of my usual routine and get right into it.

{results assessment} Why did you choose this particular result? Can you say why it seems particularly good (or poor)?

G: YouTube video was nostalgic and also reminded me of how good it was of a workout so I want to try it again and see if I can still keep up.

Do you ever save the results of your searches? If so, how do you save it? (Do they have a mood board? Do they save one their desktop? Pinterest? Other saving site?)

G: I don't really save my Google searches but I do have a folder on YouTube for workout videos.

How well do these methods work for you?

G: They work okay. I just always forget that I have it because I'm so used to just doing my usual routine and because I haven't been working out as much recently as I used to.

Have you had any difficulty re-finding that information again?

G: No, not really.

5. Problems with searching for design information

* *{difficult searches}* Have you ever had any problems when looking for a viable workout routine plan??

G: Yes. Too many options on the internet make it confusing which might also be why I tend to just stick to what I know. I think I can benefit from learning new routines and exercises but I

feel like I have a solid understanding and number of exercises that I can rotate through without being as bored as I would have been when I used to work out more.

** How do you figure out WHICH of the alternates actually has workout ideas you're looking for?*

G: I will most likely include it in my workout routine if the exercise is some variation of something I already know and is easy to adopt, especially if it doesn't require a lot of equipment so that I can do it at home. Also, if the app or some part of it is pretty/aesthetic, and if it offers something new that I have never seen before, I will keep it handy for when I do feel like using it.

** Do you use a social sites (forums or groups) to find design information or get inspiration? Do you search it, or do you just go directly to it? (Examples: Pinterest boards)*

G: Yes, I use Instagram. I also have a saved folder of workout routines on my Instagram with fitness influencers that I follow. I would go directly to that when I need a refresher or inspiration.

6. Different kinds of design searches (5 mins)

{hard search tasks} Can you tell me about a research task that took you a long time?

G: Trying to figure out what diet plan I could follow. Keto is not hard to understand, but it is hard to remember which foods I can have. Also learning about different body composition and trying to figure out what I am. All the more technical stuff is more difficult to understand and takes longer to learn.

{repeated queries / monitoring} Any searches for information that you find yourself repeatedly doing all the time?

G: diet information, refresher of workout routines/exercises.

{NOT using the web for info} Are there any kinds of searches that you do NOT attempt to satisfy using the internet? If so, what do you do in these cases?

G: more technical and personal information about my own body and health. I would probably have to go to the doctors to find out more accurate information about my own body. It's always dangerous to self-diagnose so I feel like I take certain things I read on the internet with a grain of salt.

7. Wrap-up (5 min):

{latent desires for design search} If you could create a magical tool that would allow you to find any kind of information you (plausibly) want, what would such a tool be? How would it work? What areas would it cover?

I've been asking you a lot of questions. Is there anything you want to ask me?

8. Closing (2 min):

- * Compensation envelope

- * Thanks for all your time...

- * Never turn off the camera until you make it out to your car.

- * Keep taking mental notes as you wrap up!

When reviewing your notes for insights, some of the things you should look for are:

- * Typical behavior

- * Variant behavior

- * Untapped desires / needs

- * What people wish they could do with search

- * Problems they have - confusions in the results or presentation