

[The Udacity Coffee Shop app]

Study 1: Semi-Structured Interview

Background

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This is a feasibility study for the Udacity Coffee Shop Application. It contained an overview of what the coffee was all about and how it should translate from the coffee shop to the online platform. Udacity Coffee will contain an unparalleled wide range of different types of coffee and kinds of drinks and foods.

A good user experience is vital for successful e-commerce

Research Goal

Udacity is considering opening a digitally-enabled coffee shop experience. As part of this experience, students will be able to use an app (mobile or web-based), which exists separately from the Udacity classroom, to perform actions such as:

1. Placing their drink orders.
2. Collaborating with other students in the coffee shop.
3. Motivating progress on a Nanodegree.
4. Facilitating a productive study environment

Research Questions

- [Needs] What is essential for the Coffee Shop App?
 - What are its features?
- [Behaviors] which platform do they prefer to buy coffee on?
 - How do they interact with existing digital products?
- Do users need another Coffee Shop App?
 - How do users feel about existing products?

Method

- We use surveys to collect data from at least 30 students in Udacity.
- Test survey questions with 5 volunteers recruited from my friends.

Recruiting

- students in Udacity.
- teachers and managers in Udacity.
- .employees in Udacity

Screening Questions

Questions

1. Where do you buy your drink from?

- a. Coffees
- b. Online (screened out)
- c. Both (screened out)

2. Do you go to Udacity and why?

- A.yes for learning (screened out)
- b. Yes I working here (screened out)
- c. yes I visit someone here
- d. No I don't

4. When was the most recent time you have used these digital products?

- a. Within a week
- b. Within a month
- c. Over a month ago (screened out)

5. How often do you use these coffee orders online ?

- a. A few times a week
- b. About once a week
- c. 2-3 times a month (screened out)
- d. About once a month (screened out)
- e. Fewer than once a month (screened out)

Timeline

- Design proposal: December 1–3, 2021.
- Recruiting: December 5–8, 2021.
- Sessions: December 10–16, 2021
- Readout: December 20, 2021

Script

Notes: are used to document what we wish to learn from each question

Introduction

My name is [name]. Thank you very much for participating in this study. I am currently working on a project related to ordering coffee in Udacity . I would love to learn more about your experience with ordering digital products. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions

[Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself?
2. Are you a fan of drinking coffee?
3. Have you placed your orders before?
4. Which apps or websites are you currently using for buying orders ? Have you tried other apps before?

Probe into needs and behaviors

5. How did you get started using coffee products online? [Motivation: what did participants hope to achieve?] Follow-up questions:

- When did this happen?
- What was the trigger?

6. Do you drink more than once??

- How often do you drink your drink

6. How often do you study (or work) in Udacity? What motivates you to continue to study (or work) on a daily/weekly/etc. basis? [There might be internal motivation ○ What are your major achievements? [What makes users feel proud and excited?]

- How do you track your progress? [Do users care about progress? Do existing apps do a

good job at celebrating progress?]

7. How do you decide what to study? Why? [Do participants build their own learning plan or follow the app?]

- Do you set up learning goals? [Do participants set up learning goals in the app?]

8. What do you use to order coffee now?

- Have you used other products/tools?
- What was the very first product you were using? Why did you switch to other products? [Pain points]
- (If participant is using more than 1 product concurrently) What do you use each product for? [Needs]

9. You mentioned you are currently using Talabat App, what time of day and where do you usually use Talabat? [Does participant have a daily routine? Is it spontaneous?]

Follow-up questions:

- Ask participants about the context [when and where]: At noon every day? Are they on a short lunch break? When they are waiting for a bus?
- Ask participants why they choose to use the app in certain locations or during certain times

10. When was the last time you opened up Talabat? Could you walk me through how you were using this app? [How do orders interact with existing tools. Better to ask participants to show than tell] Observation & follow-up questions:

- Observe what features the participant is using and how the participant uses them.
- Ask what participants like or dislike about each feature, why they like/dislike each feature.
- Which features do participants not use and why?
- What's on participants' wishlist for the app?
- If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

Wrap_up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [name@email.com]. Hope you have a wonderful day.

Survey

How to build vocabulary?

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Research Question

- How can digital products best support learners in Udacity?
 - Which features/functions are useful?

Method & Recruiting

- Use surveys to collect data from at least 30 students and employees
- Test survey questions with 5 volunteers recruited from our engineering team

Survey Question

1. What type of drinks do you purchase
 - a. Hot drink
 - b. cold drink
 - c. All drink

2. In the past month, how did you order coffee? (Select all that apply.)
 - a. Use mobile device(s) [if respondents do not select mobile, survey ends]
 - b. Use desktop(s)
 - c. Other digital devices (e.g., Kindle, tablet)
 - d. Physical products (e.g., books, printouts, physical flashcards)
 - e. In an instructor-led class

3. In the past month, which types of mobile products did you use? (select all that apply)

[current tools]

- a. e_commerce app(s)
- b. Podcasts
- c. Video platforms (e.g., YouTube)
- d. E-books e. Websites in my mobile browser
- f. Other (Specify___)

4. In the past week, how often did you use a mobile app to order coffee?[Frequency]

- a. A few times per day
- b. About once per day
- c. 4-6 times per week
- d. 2-3 times per week
- e. Once per week f. I didn't study vocabulary last week [survey ends]

5. Which of the following best describes when you drink coffee? [Do participants have a routine?]

- a. I drink coffee when I have a block of time to do so [Spontaneous]
- b. I set aside time for drink coffee [Has a routine]
- d. Other (Specify___)

6. In the past week, how long was your typical study session? [How much content should be fit into each session]

- a. Less than 15 minutes
- b. 15 to 30 minutes
- c. 31 minutes to 1 hour
- d. Longer than 1 hour

7. Do you eat with a drink? [Do customers need food with drinks?]

- a. yes
- b. No

8. What is your choice in coffee? [What type of coffee do customers need?]

- a. French coffee
- b. Turkish coffee
- c. Brazilian coffee
- d. Other (Specify___)

9. Based on your experience with the Talbat app(s) you are using, how essential were the following features? [What types of achievements/milestones docare about?]

	Not necessary	Nice to have	Must have	Does not apply
Track the number of new				
have added in the past week				
Show the total number of ... in ...				
Show				
Show my competency level				

Demographic Questions

10. What is your first language? [Assumption: The first language affects how people interact with a new app. Note: Even when people are bilingual, they can rarely read and write equally well in both languages.]

- a. English
- b. Spanish
- c. Chinese
- d. French
- e. Arabic
- f. Other (please specify: _____)

11. What is your age? [Assumption: People in different age groups might have different eating styles.]

- a. Under 18
- b. 18–25
- c. 26–35
- d. 36–65
- e. Above 65

12. What is your education level? [Assumption: Education level affects eating style.]

- a. Less than a high school degree
- b. High school degree or equivalent
- c. Associate's degree
- d. Bachelor's degree
- e. Graduate degree

