

Udacity Coffee Shop app research plan

Study 1: Semi-Structured Interview

Background

Author: Jimit Raval, UX Design Researcher

This is a study of the outlook or possibility of designing a mobile application to digitally enable coffee shop experience amongst the students so that they can be more cooperative, collaborative, and engaged in their course. This app will exist separately from the Udacity Classroom and as such would permit students to go deep into understanding each other as they can order coffee through this app and study together.

Good user experience is vital for a successful mobile or web-based app.

Research Goal

Our team wants to learn about how to boost cooperation and collaboration between students while encouraging them to consume Coffee, which is a great energy booster. We want to evaluate how students would increase their course engagement and successfully complete their programs, so we are carrying out these research to provide a suitable platform for students to grow together and also help guide us develop a suitable product.

Research Questions

- [Needs] What is essential for the Udacity Coffee App?
 - What are its features that enhance student collaboration?
- [Behaviours] which platform do students prefer to interact with each other?
 - How do they interact with existing digital products?
- Do users really need another Coffee App?
 - How do users feel about existing products?

Method

- We use surveys to collect data through a 25-minutes recorded semi-structured interview
- with students enrolled in a study program.
- We will use the interview script as a guide to be consistent with the questions and also use the students' responses to reframe and refrain the interview questions.

Recruiting

- 4 participants
- Sending emails to students currently enrolled in a study program.
- Students who are listed in study groups.

Screening Questions

Questions

1. What is your primary reason for consuming coffee?
 - a. For energy boost
 - b. For its health benefits
 - c. For no reason (screened out)
 - d. For pride (screened out)
2. How often do you drink coffee?
 - a. Once in a Weekly
 - b. More than 3 times a month (screened out)
 - c. Daily
 - d. Never (screened out)
3. How would you rather spend time collaborating with another student?
 - a. Over a cup of coffee
 - b. Over a cup of tea
 - c. Over a glass of beer (screened out)
4. How often do you use digital-enabled (mobile or web-based) products?
 - a. More than 3 times a week
 - b. Once in a week (screened out)
 - c. Once in a month (screened out)
 - d. Regularly

5. Where do you buy your coffee from?
 - a. Order online
 - b. From a coffee shop
 - c. Both
6. How long have you been using digital products to order coffee?
 - a. Less than 3 months (screened out)
 - b. 3 months to a year
 - c. Over a year
 - d. Never (screened out)

Timeline

- Design proposal: 02-04 May, 2020
- Recruiting: 11-14 May, 2020
- Session: 17-20 May, 2020
- Readout: 22 May, 2020

Script

Introduction

My name is Jimit Raval. Thank you very much for participating in this survey. The research we are carrying out here will be helpful for us to build a product that would serve as a digital coffee shop. It's an application (mobile application) through which students will collaborate and engage themselves in their course material while enjoying coffee. I would love to have a 25mins interview with you. During the interview, you can take a break any or you can raise a question anytime and feel free to share your views. Do you have any questions in your mind before we start the interview?

I guess you don't if I record this session to use as a reference when carrying out analysis, would you? The recording would only be used within my team to complete the application development.

Warm-up Questions

1. Could you tell us more about yourself? ***[Rationale: Want to have a brief understanding of the participant's background.]***
2. Which devices do you use for online services? ***[Rationale: Want to know which device platform the participant is comfortable using.]***
3. Which sites do you use to place coffee orders and communicate with peers? ***[Rational: want to find out how participant communicates over and app]***

Probe into needs and behaviours

4. How often do you visit coffee shops? ***[Rational: want to find out how participant reacts to regular coffee shops]***
 - a. What encouraged you to visit?
 - b. How do you feel about coffee shops?
 - c. What do you cherish going to coffee shops?
5. How do you collaborate with your study peers? Is it on a study group platform online or during a local meetup? ***[Rational: want to find out how participants collaborates with study peers and which platform they use.]***
 - a. How many study peers do you have?
 - b. How do you interact with your study peers?
 - c. How do you stay in contact with your study peers?
 - d. What would you prefer an online meetup or local study meetup?
6. Do you drink coffee? ***[Rational: Want to know if the participant consumes coffee, as it would be necessary for our research.]***
7. What are your day to day usage of online services(mobile or web apps)? ***[Rationale: want to know if the participant is familiar with using apps to place orders. The response given here will help us know the participant's experience with ordering apps.]***
 - a. For what purpose do you use digital-enabled services?
 - b. What digital-enabled service do you use for collaborating with study peers?
 - c. What features do you like/dislike on digital-enabled services?
 - d. What are your opportunities/pain points on digital-enabled services?

Wrap-up

Thank you very much for taking some time to share your experiences and insights. All the answers you provided here will be helpful to our team in building a better product. However, If you have any additional thoughts or comments that are relevant to our research or whatever you would like me to help you with, do not hesitate to reach out at any time. I can be reached at jimitraval126i998@gmail.com. Hope you have a wonderful day.

Study 2: Survey

Digitalizing Coffee Shop Experience for Students to Collaborate

Background

In our previous study, we found out that mobile applications have become the best means of getting people to connect with each other. Students feel comfortable connecting with their peers through an app also find it easy placing orders online to get stuff delivered to their place so they save time to do other stuff. Our research has proved it is promising to engage in our product development, but we need data to better understand the needs and whether they generalize to the entire student on our study platform.

Research Goal

This study focuses on improving collaboration among students in the coffee shop during their leisure time. We want to build a digital-enabled app to replicate the coffee shop experience for students to use in collaboration which is separate from the Udacity Classroom.

Research Questions

- How can a digital-enabled coffee shop experience be used to improve students' collaboration in a coffee shop?
 - Which features/functions are useful?
 - How do they collaborate with peers using the app?

Method & Recruiting

- Use surveys to collect data from at least 30 students who visit coffee shops
- Test survey questions with 4 volunteers recruited from our engineering team
- Send surveys to students enrolled in courses on Udacity platform who's answers in our screener meet out recruiting criteria:
 - Use mobile applications to collaborate with peers at least once a week
 - Have been using digital learning tools for at least 2 months

Survey Question

1. Which tools do you use to collaborate with other students in a coffee shop? ***[Assume students use different means of collaborating their fellow course mates while in the coffee shop] (select all that apply)***

1. Udacity Classroom
2. Whatsapp

3. Facebook Messenger
4. Telegram
5. Other (Specify_____)

2. How much time do you spend in a coffee shop? [***How much time do you need to finish carrying out your activities in a coffee shop***]

1. Less than 10 mins
2. Between 10 to 30 mins
3. 30 mins to 1 hour
4. Above 1 hour

3. Which of the following best describes when you collaborate with other students? [***Do participants have a routine***]

1. I discuss course material on a topic when I have a block of time to do so, sharing my difficulties and findings [Spontaneous]
2. I set aside time to respond to other students difficulties [Has a routine]
3. The app reminds me when to take a coffee break [the tool does planning work]
4. Other (Specify_____)

4. In the past month, how many times did you set out time to collaborate with peers? [***Do students set out time to collaborate with peers?***]

1. Daily
2. Less than 3 times a week
3. Above 5 times a week
4. Never

5. In the past month, how did you collaborate with your study peers? [***Medium used to collaborate with study peers.***] (select all that apply)

1. Use mobile applications
2. Physical meetup
3. Phone call
4. Emailing