Design Research

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1 Design Research Summary

1.1 Interview

1.1.1 Type of Research

The first type of research we conducted was a 1:1 interview.

1.1.2 Research Conducted By

Sofia Lange

1.1.3 Demographics

I tried to get a sampling of more than just students because I am familiar with that demographic. So, I interviewed friends and family, some of whom are working young adults and my parents are in a higher age bracket but still working people.

1.1.4 Data Sample

Out of the people interviewed, 5/6 or 83 percent said they would like to read more. Also, the people who do use goal tracking apps tended to mention that they like simplicity, or not being time consuming, as an aspect about these apps that they liked.

1.1.5 3-5 findings

In my interviews, I found that there are quite a few people who would like to spend more time reading. So, this means there could be a possible market for our app. However, it would seem that our app will have to be as simple and easy to use as possible because people are a bit hesitant to actually use an app for this task.
I found that most people do feel encouraged by competition.
Also, it was interesting to find out the aspects of other goal tracking apps that

people like so we can try to work something similar into our design.

I was a bit surprised at the spread of how much time people tend to spend on social media types of apps. Some people spend much more time than I thought anyone would and there was one who spends less than an hour which I was very surprised by.

It was good to see that many people would be willing to try out an app similar to what we are designing.

1.2 Questionnaire

1.2.1 Type of Research

We circulated a questionnaire amongst a small, but diverse group of people asking about their reading habits and how they interact with their phones.

1.2.2 Research Conducted By

Joe Los and Sofia Lange

1.2.3 Demographics

A selection of college students and middle aged adults

1.2.4 Data Sample

Out of our group of 12 people surveyed, 83 percent of them said they would like to read more. However, the average rating for how likely they would be to try an app that encourages you to read more was a 2.5.

1.2.5 3-5 findings

In the survey, it was made clear that people do want to read more than they currently do. We also found that people find goal tracking apps less helpful than we thought. Finally we found that people might not find our app as useful as we anticipated, so we should either work on redesigning our concept or focus on making our app as simple as possible.

2 Group Reflection

Date and Time - Friday 10/26 at 12:30 pm

The question about the leisure time is not very helpful when we think back on it. Also, our interview questions should have been more in depth and less of a yes or no response because we can ask those kinds of questions on a survey. Our findings do agree, almost all participants would like to read more. However, it was a commonality that most people might not find an app that tracks their

reading and encourages them to read more to be very helpful. So, we are considering reinventing our idea to represent a more realistic way which people would find helpful and engaging and will think on this in the next week. However, it will still be of a similar vein and this research will still be applicable. Interviews are more helpful but take longer and so surveys definitely have their pros, because you could get a lot of survey responses because they usually take only a few minutes to complete. We don't think that at this point in our development that more research would be helpful.

3 Part 1: Interview Responses

Interviewee 1: 27, female, coffee shop owner
Interviewee 2: 20, female, waitress
Interviewee 3: 22, male, supervisor at Target
Interviewee 4: 50, female, Sells insurance
Interviewee 5: 19, female, student
Interviewee 6: 56, male, personal trainer
Joe's sample - 4 college students, 2 adults

1. How many books do you currently read per year, and are you satisfied with this number?
1: 12, not satisfied, would like to read more
2: 1, not satisfied
3: 5, satisfied
4: 2, could read more
5: 0, would love to read more
6: 4-6, could read more

2. How much time do you spend per day on apps such as Instagram, Facebook, Reddit, and Youtube, etc?
1: 2 hours
2: 8 hours
3: 1 hour
4: 2-3 hours
5: 3-4 hours
6: about 1 hour

3. Do you think you would enjoy replacing these activities with time spent on reading, explain why or why not.
1: Yes, because she thinks she would gain more from time spent reading
2: Yes, but reading puts her to sleep

3: No, he reads as much as he wants to currently
4: She thinks she would enjoy reading more than time spent on Facebook and that it would be better for her mental health.
5: Yes, definitely, but it is hard to get motivated.
6: Maybe, but he would probably still spend that much time on his phone even if he did read more.

4. What type of goal tracking apps do you currently use (if any) and do you feel that they are helpful, if so what aspects of them do you like and dislike?
1: She doesn't use any
2: SweatCoin, likes that it doesn't have to be open to track your steps, likes that it encourages healthy behavior and doesn't limit her to just tracking exercise.
3: My fitness pal, to track calories, macros, and workouts, he likes the amount of resources that make it easy to look up and log foods.
4: Doesn't use any goal tracking apps
5: She does use an app to track her steps because her workplace pays her if she gets more exercise. She likes that its super easy and she doesn't have to think about it, it's just there and does its job.
6: Uses an app to track his ski runs, he likes the summary it gives and finds it entertaining to reflect on how fast he went and such, and likes to see what he performs like on different days.

5. Does healthy competition encourage you to work towards your goals?
1: Yes
2: No
3: Yes
4: Yes
5: Yes
6: Yes

6. Would you consider trying an app/website that would track your reading progress and encourage you to read more?
1: Yes
2: Yes
3: No
4: Yes
5: Yes
6: Yes

4 Part 2: Survey Responses

1. Estimate how many books you read per year?
    a) 0-1 — 5
    b) 1-5 — 4
    c) 5-10 — 2
    d) Greater than 10 — 1

2. Would you like to read more books than you do now?
    a) Yes. — 10
    b) No. — 2

3. How much time, per day, do you think you waste on your phone or on the internet?
    a) Less than 1 hour – 2
    b) 1-2 hours – 2
    c) 2-4 hours – 4
    d) 4 hours or more – 4

4. What time during the day do you have the most leisure time which you could spend reading?
    a) Morning — 1
    b) Afternoon — 2
    c) Evening — 2
    d) Night time — 7

5. How helpful do you find goal tracking apps? Scale of 1-5:
1: 2
2: 3
3: 4
4: 2
5: 4
6: 4
7: 1
8: 1
9: 2
10: 2
11: 3
12: 4

6. How likely is it that you would read more books if you had encouragement from an app similar to a step or fitness tracker? On scale of 1-5 (5 being very likely and 1 being not at all).
1: 3
2: 4
3: 1.5
4: 3.5
5: 2
6: 3
7: 1
8: 1
9: 2
10: 2
11: 3
12: 4