Questionnaire and focus group

In the first step of our analysis, we conducted interviews in the form of a survey to gain a better understanding of our target audience and their preferences. Initially, we had a specific user profile in mind, including age, gender, education, location, and technology usage. However, based on the collected data, we discovered that our target audience primarily consisted of students, with only a minimal percentage of workers.
We also explored the planning habits of our users and identified the applications they commonly use for productivity, such as Google Calendar, Notion, and Apple Calendar. Additionally, we asked about their expectations for productivity applications, with responses highlighting the importance of simplicity, user-friendliness, and features like to-do lists and progress tracking. We further inquired about the problems they face with their current solutions, including difficulties in quantifying time, learning curves, and time-consuming planning processes.
Armed with the insights from our initial survey, we then designed a more focused questionnaire for the second step. This questionnaire aimed to delve deeper into the planning and studying habits of our users and gauge their openness to trying new solutions.
During this second step, we received responses that allowed us to refine our understanding further. The application our users desired would have an easy-to-understand interface, quick usability, the ability to track task progress and goals, and the capability to create to-do lists.
In summary, our analysis of the questionnaire has provided us with valuable insights into the preferences and needs of our target users.

The analysis of the questionnaire gave us valuable insights into what our target users want and need. Using this information, we created mockups for our application. To gather more detailed feedback and identify any missing requirements, we formed a focus group with 6 sapience students.

A **focus group** is a research method that brings together a small group of people to answer questions in a moderated setting. In general, the group is chosen due to predefined demographic traits, and the questions are designed to shed light on a topic of interest. In our case, the topic of interest was about the planning habits of students and their productivity while studying. We performed a focus group with six people, in order to have a better

understanding of the needs of our customers. Additionally, this focus group has helped us to validate our first idea and our first prototype.

This group helped us explore the collected data in depth and make improvements to our application. Their input is guiding us in refining our product to better meet the expectations and needs of our users.
By analyzing the collected data, we can state that:

- The age of our possible customers is in the range 18-45 with a concentration between 18-27;
- Most of our possible customers are students;
- Most of them lose focus during their activities;
- For most of them is quite struggling to start a new activity;
- Most of them have tried some method for improving their focus;
- Most of them feel good about keeping track of their time efficiency;
- There is a quite high interest in having some suggestions about new methods for improving efficiency in productivity;
- Having a to-do list is a need for the application;
- A flexible timer may be a better idea with respect to fixed, pomodoro-like timers.

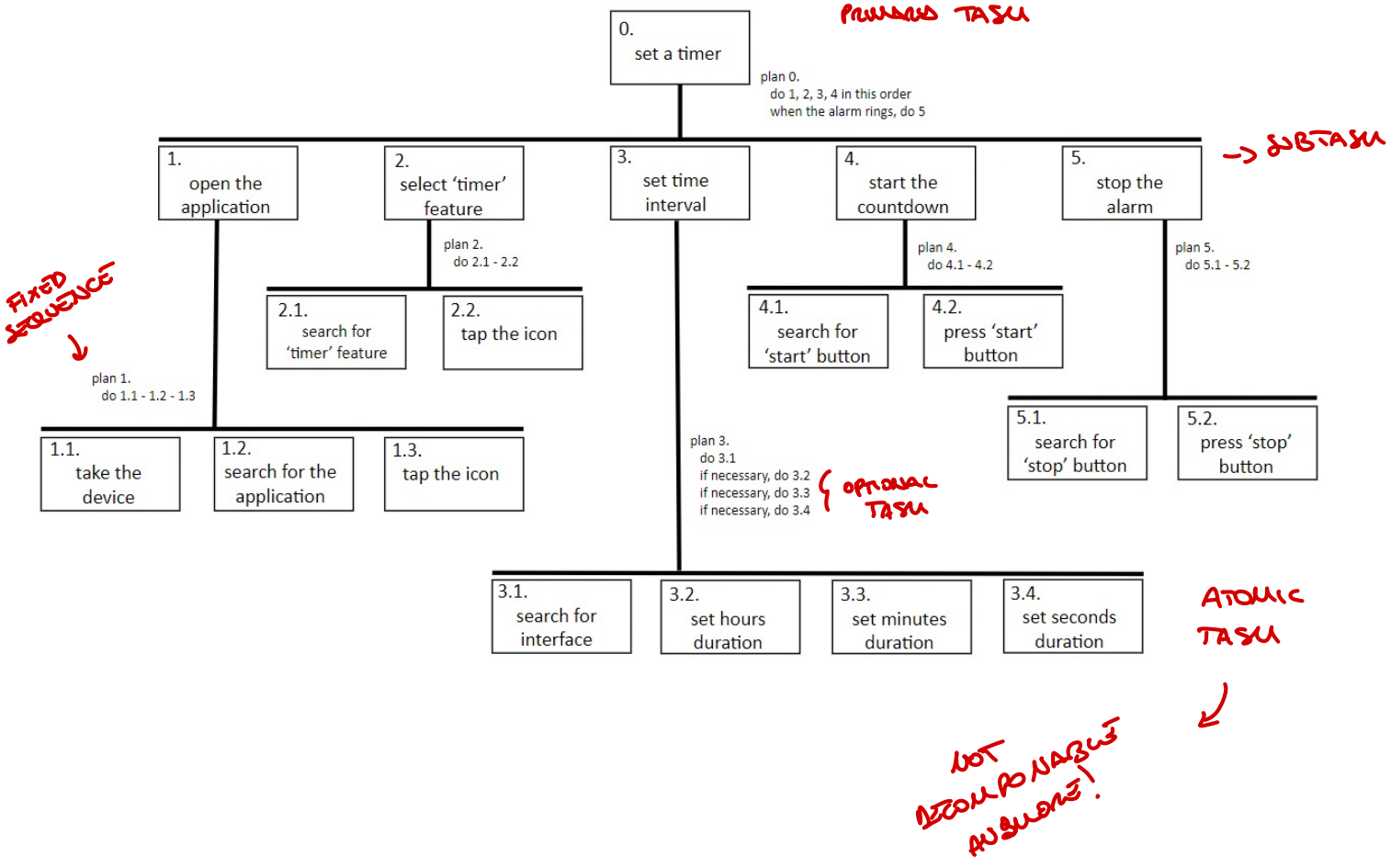
HIERARCHICAL TASK ANALYSIS IS A TASK ANALYSIS METHODS THAT ALLOWS US TO UNDERSTAND IN DEEP A TASK BY DIVIDING IT INTO SUBTASK AND CREATING HIERARCHY BETWEEN THEM.

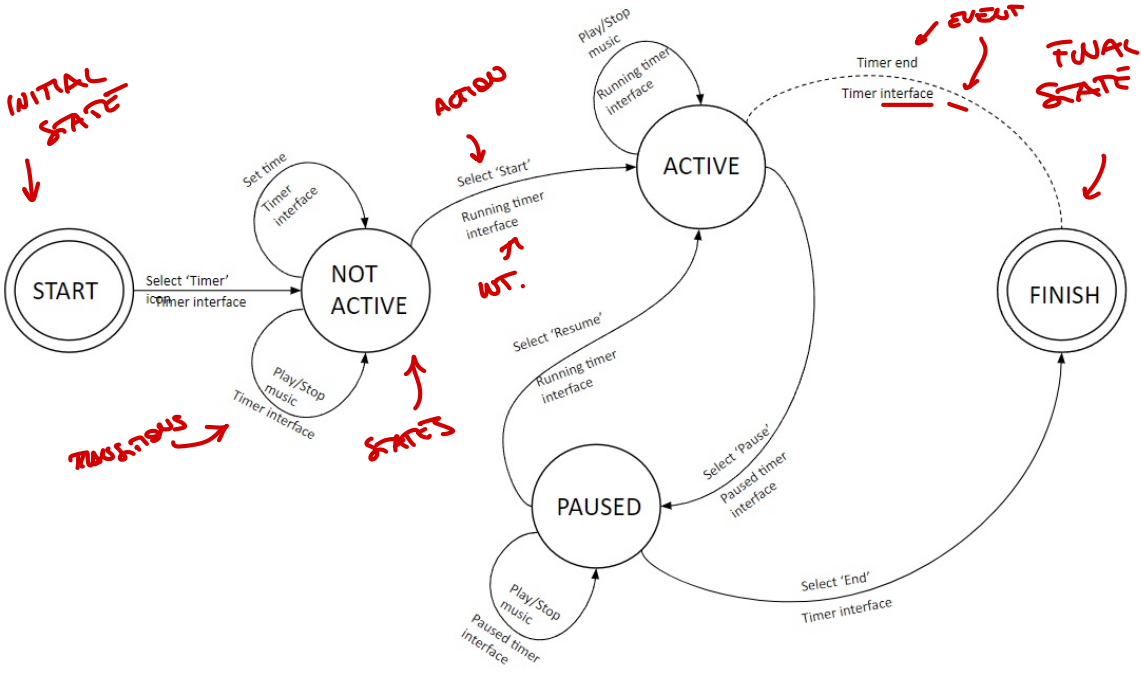
HTA/STN

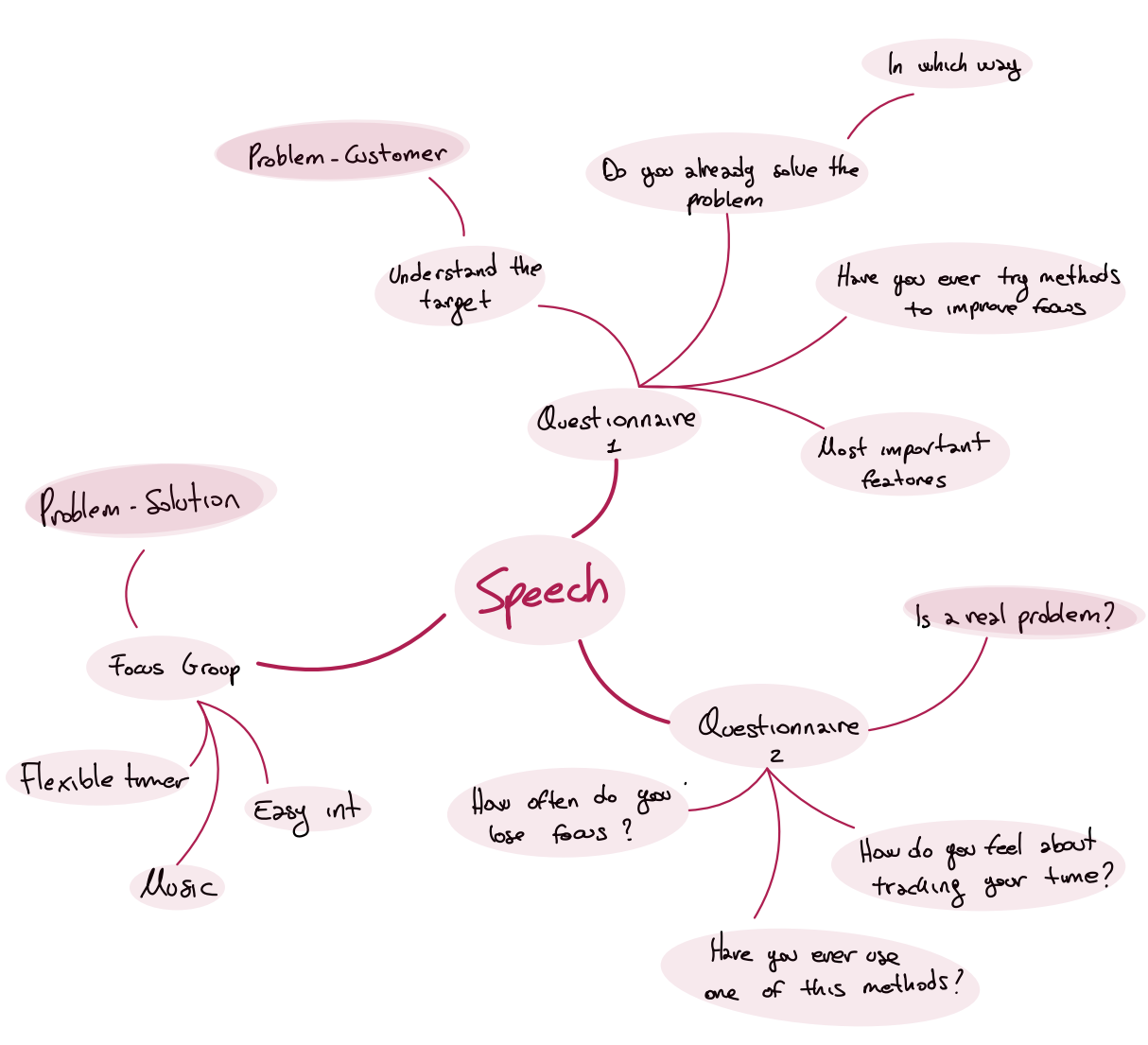
In this chapter, we focus on presenting the models we used to represent the tasks and dialogues in our application. The main tasks we identified are setting a timer, setting a goal, viewing statistics, and creating a to-do list. Setting a timer is a crucial task where users can determine and start a countdown timer for their focused activities. Setting a goal allows users to manage their time and work towards specific study objectives with deadlines. Viewing statistics provides users with insights into how they spend their time using the system, allowing them to compare their study time across different subjects or exams. Creating a to-do list is another important task that helps users manage their time effectively and work towards personal goals.

We have represented these tasks using Hierarchical Task Analysis (HTA) diagrams, which break down tasks into smaller components and show the relationships between them. Additionally, we have utilized State Transition Networks (STN) to model the dialogues between users and the system during task performance. STNs depict the different states and transitions within the system, helping to understand the sequence of actions required to achieve desired goals.

Throughout this chapter, we will showcase the HTA and STN diagrams that illustrate the tasks and dialogues mentioned above.




INITIAL STATE
START
Select 'Timer' icon
Timer interface
NOT ACTIVE
Set time
Timer interface
Play/Stop music
Timer interface
TRANSITIONS
STATES
ACTION
Select 'Start'
Running timer interface
ACTIVE
Play/Stop music
Running timer interface
Timer end
Timer interface
EVENT
FINAL STATE
FINISH
Select 'Resume'
Running timer interface
Select 'Pause'
Paused timer interface
PAUSED
Play/Stop music
Paused timer interface
Select 'End'
Timer interface


In which way
Problem - Customer
Do you already solve the problem
Understand the target
Have you ever try methods to improve focus
Questionnaire 1
Most important features
Problem - Solution
Speech
Is a real problem?
Focus Group
Questionnaire 2
Flexible timer
Easy int
How often do you lose focus ?
How do you feel about tracking your time?
Music
Have you ever use one of this methods?