NEXTDOOR: User Study

Apr 2016

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Study Details

WHY

- To understand people's motivations, pain points and personal experiences in terms of hosting events.
- To understand people's attitudes towards Nextdoor Speaker Series, a program that lets users to open up their homes to host talks for their community members.

WHAT

- 6 User Interviews; 60 mins/participants
- 1 survey; 98 respondants

WHERE

- Survey was sent to Nextdoor users as well as the student network at General Assembly
- User Interviews were taken place at participants' homes or at General Assembly Campus
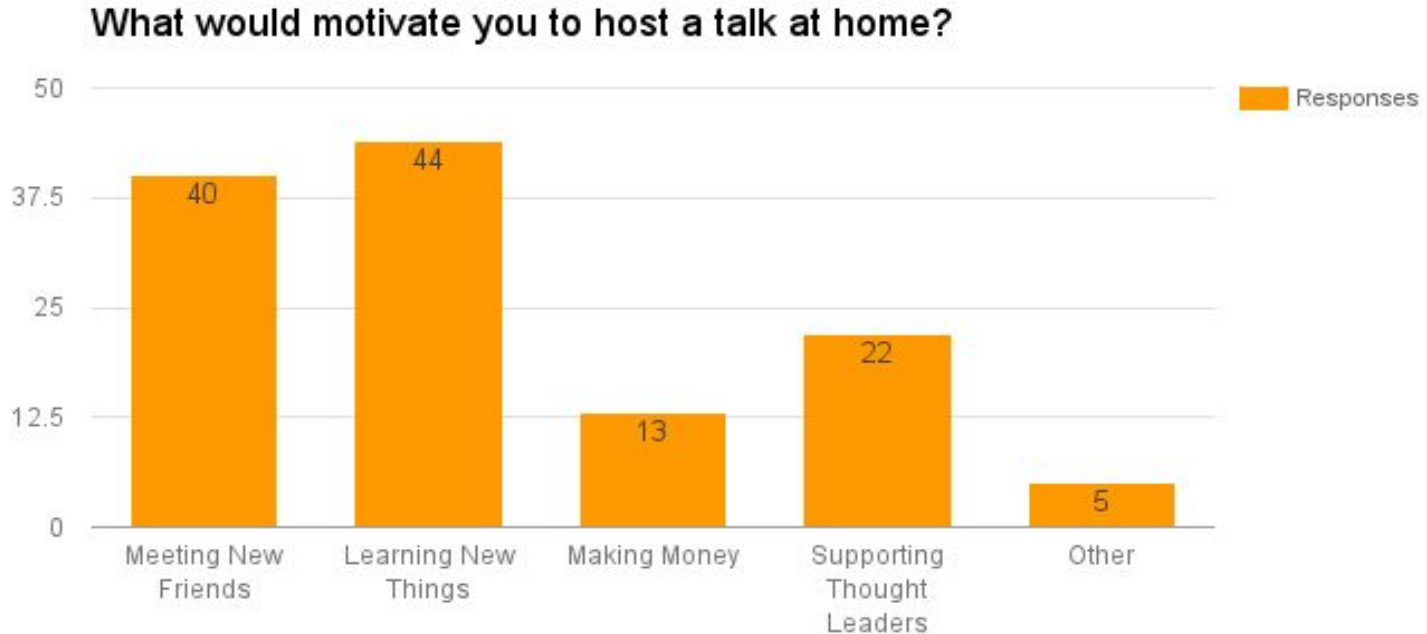
WHEN

- April 2016

WHO

- 6 persons who have extensive experience in hosting events in their homes.

Survey Findings

Survey Findings

People would most likely to host talks at home they can learn something new.

What would motivate you to host a talk at home?

Responses

Meeting New Friends	40
Learning New Things	44
Making Money	13
Supporting Thought Leaders	22
Other	5

Survey Findings

People are most concerned about the size of their homes when considering hosting talks.
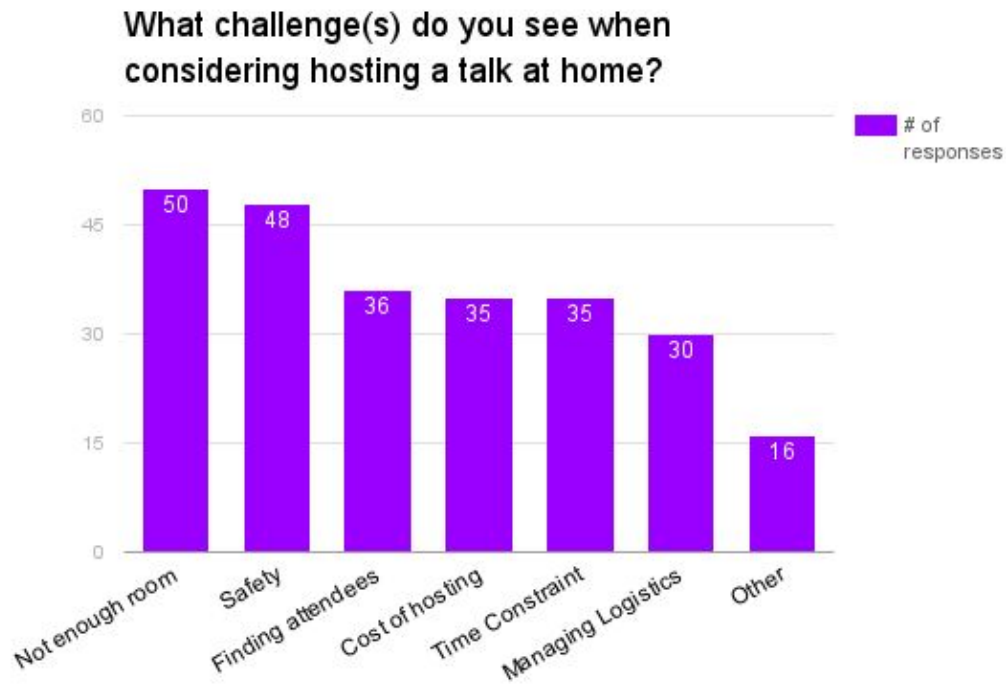
What challenge(s) do you see when considering hosting a talk at home?

User Interviews Findings

Participants

Demographic	Occupation	Experience of hosting events
M, 31-40	Home Chef	3 years, 3-5 times per week
M, 61-70	Photographer	10 years, 5-10 times per year
F, 21-30	Educator	2 years, 1-2 times per week
M, 31-40	UX Researcher	1 year, 1-2 times per week
F, 41-50	Homemaker	5 years, 3-5 times per month
F, 21-30	Financial Analyst	2 years, 1-2 times per month

Motivation for hosting events at home

1. ## Personal Connection

    - *"Instead of cooking for a restaurant, I chose to operate "the restaurant" at my home because I love the intimacy!"*

    - *"It's a way for me to know people on a personal level."*

    - *"People are more engaging in this (home) setting."*

Motivation for hosting events in general

2. Common Interests

- *"I guess I love that every guest who comes over has a strong passion for food! "*

- *"The interactions are enjoyable when we have something in common!"*

- *"I just love meeting other professionals who are as excited about design as I am!"*

- *"I would only want to host a talk if the topic is interesting to me!"*

Challenges of hosting

3. Possibility of Unwanted Guests

- *"I would usually check who's on the guest list a few days before the event!"*
- *"I would feel more comfortable inviting friends I've met at least once outside of my home."*

4. Under Attendance

- *"Guests may feel uncomfortable if there are not enough people they can mingle with"*
- *"I don't like to see the food I prepped go into waste."*

5. Managing Logistics

- *"It would have been great if I had some help for that huge Easter party I was hosting."*

Challenges

6. Stress

- *"I feel anxious when my guests are not having a good time."*

- *"The host is responsible for creating that good experience for the guests!"*

Synthesis

LEAH

Millennial engineer who aspires to be a Tech leader.

"One day I will be remembered as the rare woman who made a dent in Tech!"

✤ Make personal connection with people that she aspires to be.

✤ Encourage more women to join the conversation in the Tech industry.

✤ Leading the charge to connect thought leaders and Tech newbies.
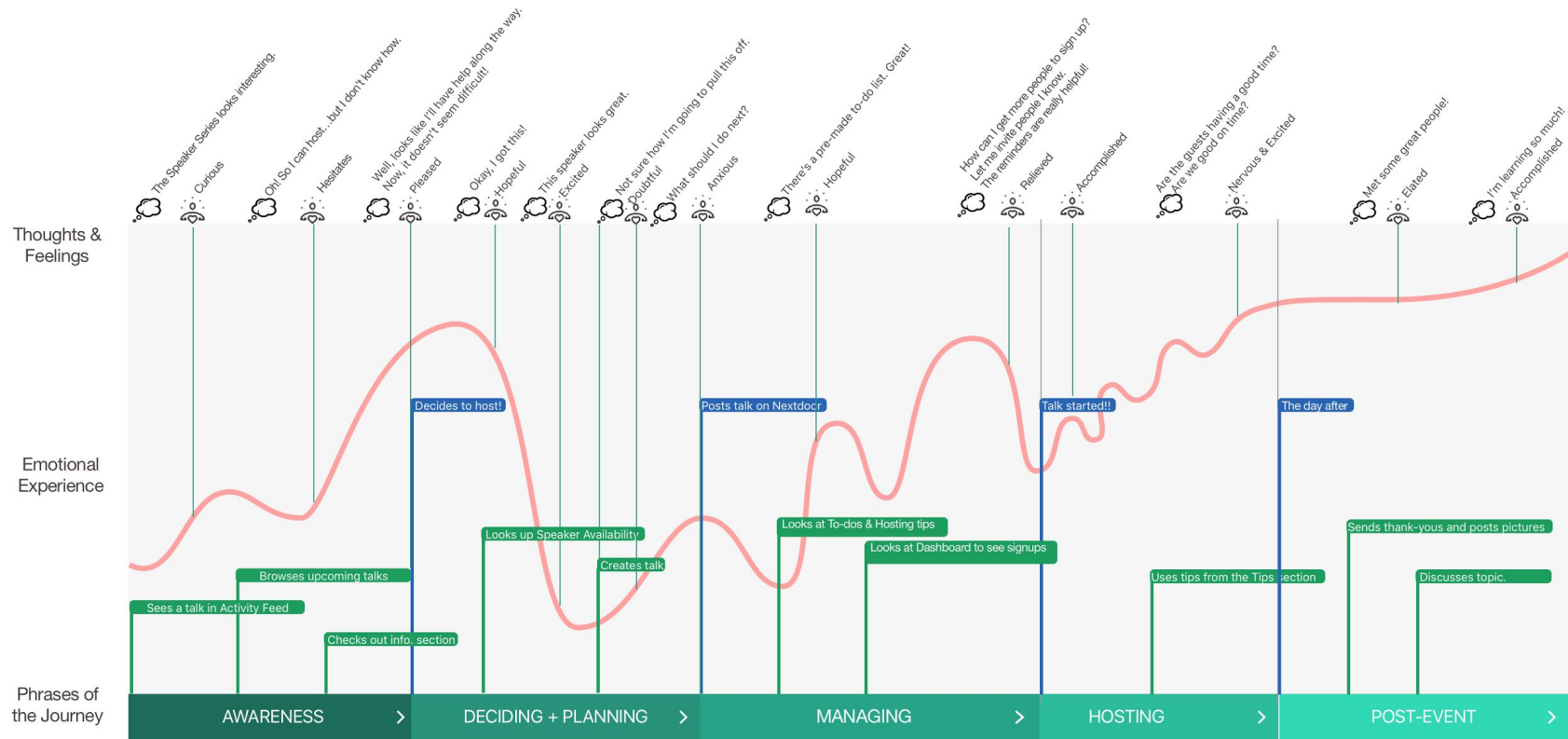
✤ No experience in hosting events.

ALLISON

Working mom who wants to gather a group of book lovers.

"How do I maximize the quality of my little free time?"

✤ Likes to keep track of finance.

✤ Wants to get to connect with the community

✤ Doesn't want to deal with planning and logistics of hosting events.

Personas

Journey Map

Thoughts & Feelings

- The Speaker Series looks interesting.
- Curious
- Oh! So I can host...but I don't know how.
- Hesitates
- Well, looks like I'll have help along the way.
- Now, it doesn't seem difficult!
- Pleased
- Okay, I got this!
- Hopeful
- This speaker looks great.
- Excited
- Not sure how I'm going to pull this off.
- Doubtful
- What should I do next?
- Anxious
- There's a pre-made to-do list. Great!
- Hopeful
- How can I get more people to sign up?
- Let me invite people I know.
- The reminders are really helpful!
- Relieved
- Accomplished
- Are the guests having a good time?
- Are we good on time?
- Nervous & Excited
- Met some great people!
- Elated
- I'm learning so much!
- Accomplished

Emotional Experience

- Decides to host!
- Posts talk on Nextdoor
- Talk started!!
- The day after

- Looks up Speaker Availability
- Creates talk
- Looks at To-dos & Hosting tips
- Looks at Dashboard to see signups
- Sends thank-yous and posts pictures
- Uses tips from the Tips section
- Discusses topic.
- Browses upcoming talks
- Sees a talk in Activity Feed
- Checks out info. section

Phrases of the Journey

| AWARENESS > | DECIDING + PLANNING > | MANAGING > | HOSTING > | POST-EVENT > |