

## USER INTERVIEW ANALYSIS

### RESEARCH GOALS

- To learn a bit about the user's attitude towards apps in general. What kind of apps he/she likes and dislikes and why is that?
- To gain overview about the context where the user normally searches for expert help. How does he/she usually do it? How often such situations happen?
- To gather a bit of information about the user's view about expertise. What kind of people are experts? What is to expect of them? What is important for having both a helpful and pleasant discussion with an expert?
- To learn about the general attitudes and opinions about the idea of an expert app. What would be expected of such a service? How the user would like it to work?

### TEST PERSONS



**Name:** Joana

**Age:** 33

**Occupation:** Online Editor

**Nationality:** German

**Location:** Berlin

**Name:** Dominik

**Age:** 42

**Occupation:** Lawyer

**Nationality:** German

**Location:** Berlin

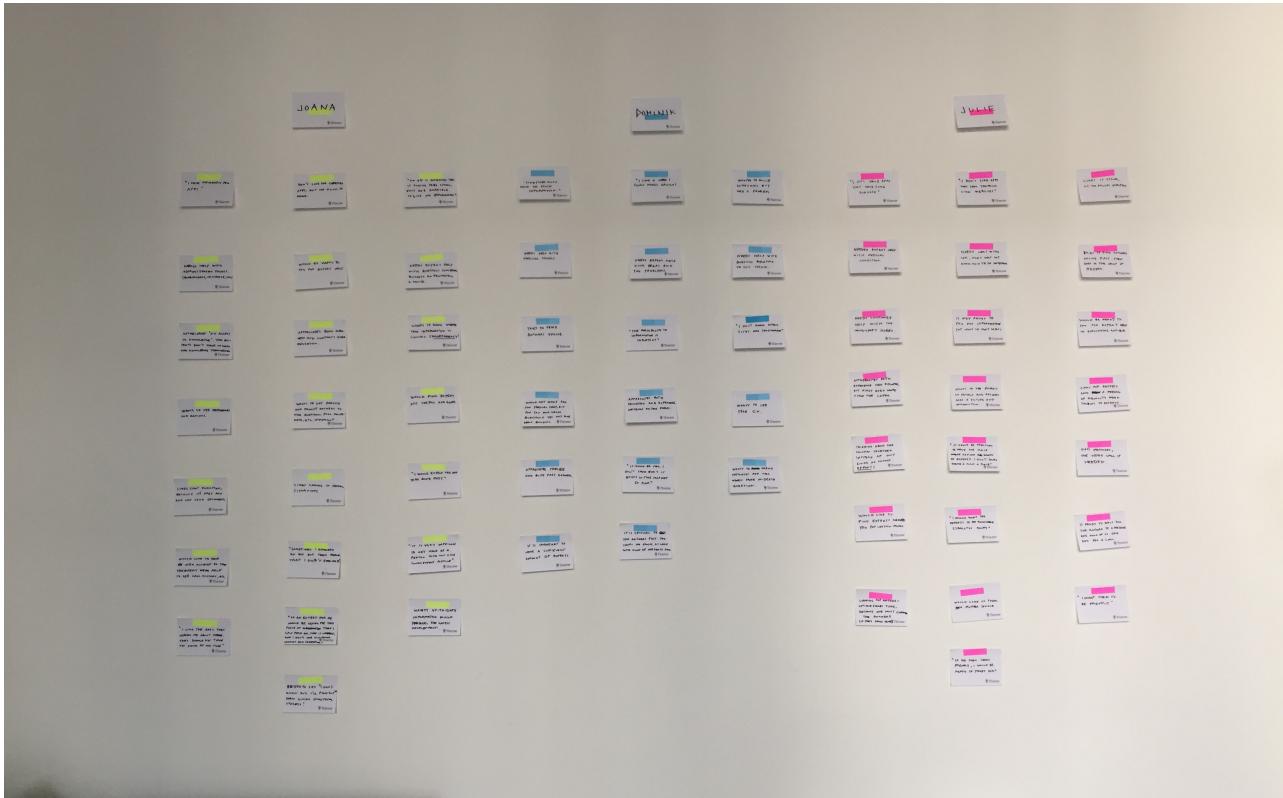
**Name:** Julie

**Age:** 27

**Occupation:** Marketing

**Nationality:** French

**Location:** Toulouse

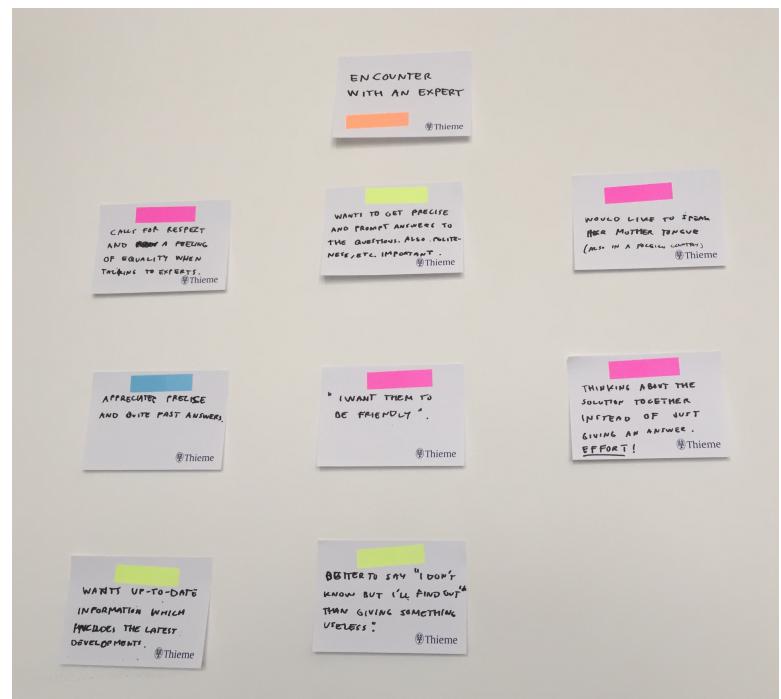
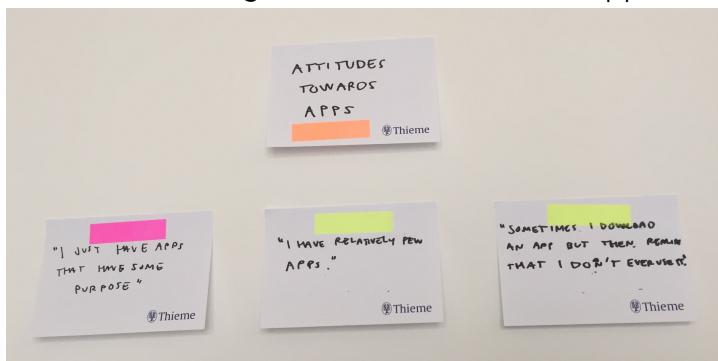


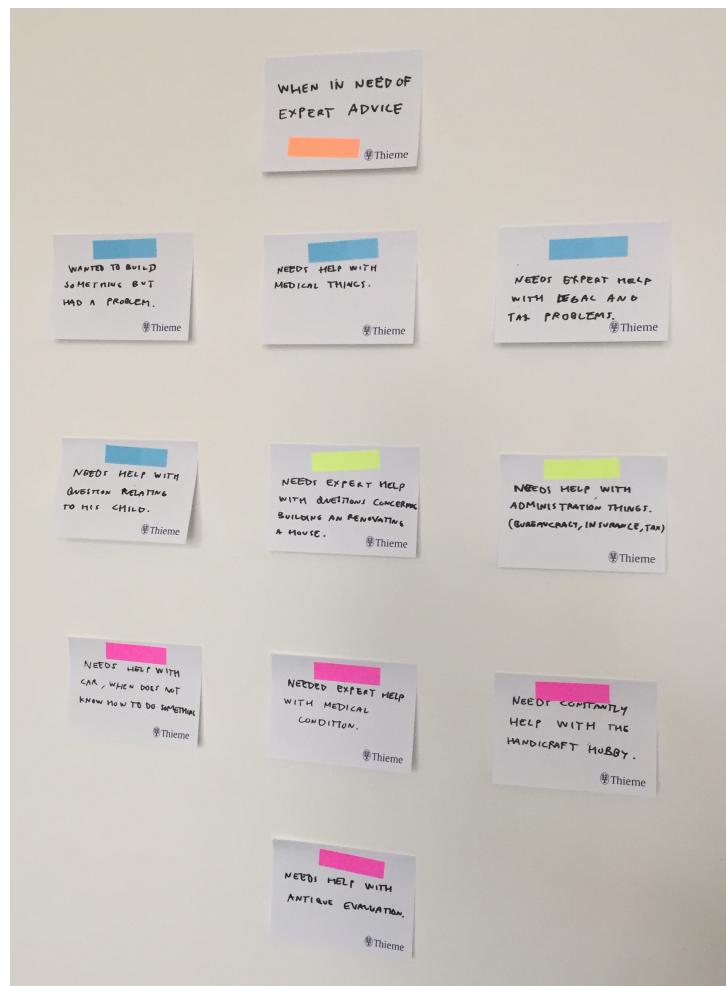
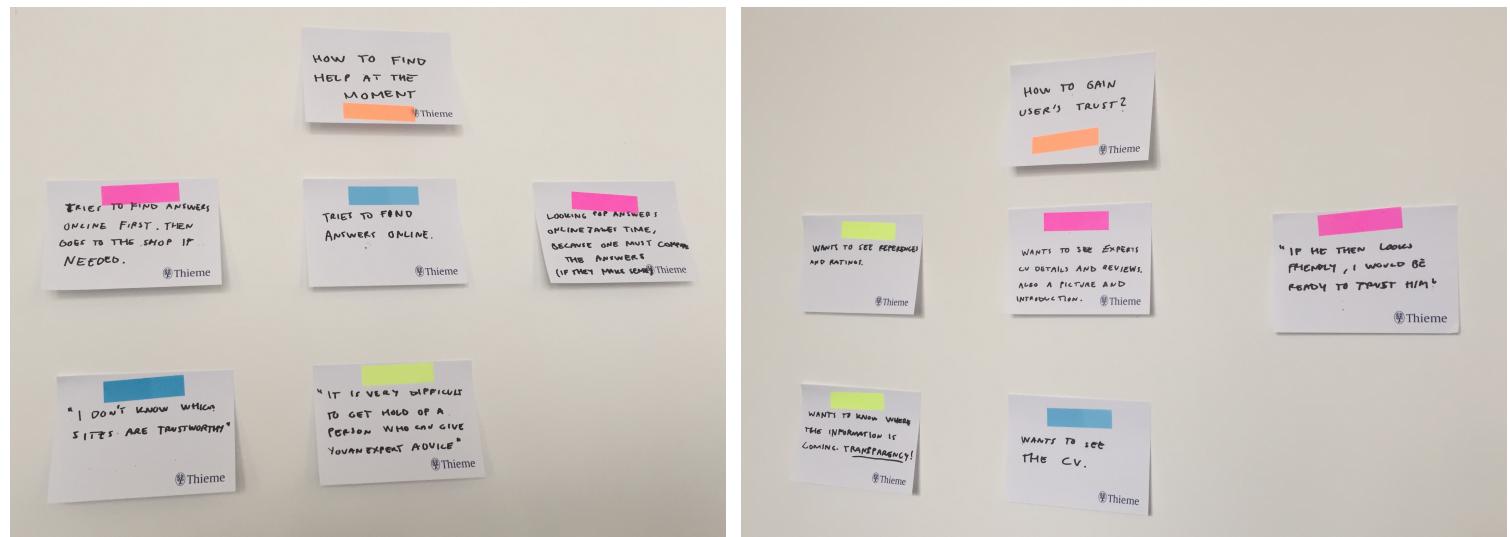
## Start



## After Affinity Mapping

(general attitudes towards apps)





(about experts and expertise)



CONTACTING  
THE EXPERTS  
IN THE APP

LIVES CALLING IN CRISIS  
SITUATIONS

FIRST MESSAGES,  
THE VIDEO CALL IF  
NEEDED.

LIVES CHAT FUNCTION,  
BECAUSE IT'S FAST AND  
ONE CAN SEND DOCUMENTS.

WANTS TO SENDER WRITE  
MESSAGE AND CALL  
WHEN MORE IN-DEPTH  
QUESTION.

PAYING FOR  
HELP

WOULD BE HAPPY TO  
PAY FOR EXPERT HELP.  
WOULD NOT WANT PAY  
FOR MEDICAL HELP, BUT  
FOR TAX AND LEGAL  
QUESTIONS YES. NOT SO MUCH  
ABOUT BUILDING.

IS NOT READY TO  
PAY FOR INFORMATION  
(AT LEAST IN MOST CASES)

EXPECTATIONS  
FOR THE EXPERT  
APP

IT IS IMPORTANT TO  
HAVE A SUFFICIENT  
AMOUNT OF EXPERTS.

WOULD LIKE TO HAVE  
AN USER ACCOUNT SO THAT  
THE EXPERT WOULD BE ABLE  
TO SEE CALL HISTORY, ETC.

"I WOULD EXPECT THE APP  
TO BE QUITE FAST."

IT IS CRITICAL TO GET  
THE ANSWER FAST, TWO  
HOURS MAX, AT LEAST  
SOME KIND OF ASTROPOLE.COM

WOULD LIKE TO  
FIND EXPERTS NEARBY  
TOO FOR CERTAIN THINGS

"I WOULD WANT THE  
EXPERTS TO BE AVAILABLE  
STRATEGICALLY AWAY."

"THE AVAILABILITY &  
INFORMATION IS  
IMPORTANT."

"IS READY TO WAIT FOR  
THE ANSWER TO A MESSAGE  
ONE HOUR OR TO ONE  
DAY FOR A CALL."

(thoughts about the expert app)

THOUGHTS  
ABOUT THE  
EXPERT APP

WOULD FIND EXPERT  
APP USEFUL AND GOOD.

"IT WOULD BE COOL, I  
DON'T THINK THAT IT  
EXISTS IN THE MARKET  
SO FAR."

"IT WOULD BE FANTASTIC  
TO HAVE ONE PLACE  
WHERE TO FIND ALL KINDS  
OF EXPERTS. I DON'T THINK  
THERE IS SUCH A PLACE!"

## INSIGHTS

### Apps in General

Behaviour & Attitudes	Needs & Goals	Frustrations
People seemed to have relatively few apps and mostly only ones that they really use.	Easiness, good guiding, visuality, simplicity and fastness were all among appreciated attributes.	All the interviewees were turned off by too big amount of writing and information. An app should not look like a website.
"An app is something that is supposed to be something small, easy and accessible for my daily life. To give me information."		

### Looking for Experts

Behaviour & Attitudes	Needs & Goals	Frustrations
People looked for help mostly online. If that did not work, they tried to reach experts by calling around and visiting shops.	The most common questions, that made people to search for expert help, concerned health, children, administration (tax, insurance, bureaucracy) and construction (building, renovating).	Finding expert help seemed to be a real problem for all of the interviewees.
	Also car problems, handicraft hobbies and legal matters were mentioned. The most interesting one was the need for expert help in evaluation of old items found in the house.	"It is really difficult to get a hold of a person who can give you an expert advice."
		"I go online, but I don't know which sites are trustworthy"

Behaviour & Attitudes	Needs & Goals	Frustrations
		The problem is not that there is no information but the information overflow. It is difficult to find the right information that also seems reliable. Comparing the various results is time-consuming and frustrating.

## Evaluating Experts

Behaviour & Attitudes	Needs & Goals	Frustrations
Both education and experience were often mentioned. It seems that the latter one is valued a bit higher. Especially within fields where hands are needed more than head.	People found the references (ratings and reviews) and some cv details (education, work history) important when choosing between experts.	
Interestingly, one interviewee emphasized "the access to knowledge". So that the expert doesn't have to know everything, he just needs to have an access to people who know or to the information itself.	Also a picture, voice sample and short introduction were mentioned. One interviewee said that she wants to see if the expert seems friendly.	
"So an expert for me would be a person giving me this piece of information that I can then rely on, that is correct, and I wouldn't have to do all the work looking at different places and comparing the information."	One user emphasized transparency. She wants to know where the information is coming from.	

## Encounter with an Expert

Behaviour & Attitudes	Needs & Goals	Frustrations
Only one interviewee considered friendliness and empathy the most important things. She said that she wants to feel respected and equal to the expert.	One interviewee wanted to work together with the expert in figuring out the solution instead of just getting a piece of an advice from him.	Two of the interviewees mentioned vague and superfluous answers as a common source of frustration.
The other two rated precise and prompt answers above friendliness.	The other two preferred brief and informative encounters.	"So I would rather have that someone says that he cannot answer my question right away but that he will find out than someone giving me a lot of information which is not what I actually need."
One test person was generally against paying for expert help. One was totally okay with it. The third one was there in between.	One interviewee mentioned that the information must be up-to-date. The expert must be aware of the latest developments on the field.	
People were most eager to pay for help in administrational questions (bureaucracy, tax, legal advice, insurance). In questions, where the help is expected to be free, people hesitated to pay (health problems in Germany).	One interviewee preferred to speak her mother tongue in most situations. Even in a foreign country.	

## Expectations for the Expert App

Behaviour & Attitudes	Needs & Goals	Frustrations
All three interviewees were excited about the possibility of an expert app. Two of them even mentioned that there are no such things in the market.	All three wanted to have wanted to have both message and call options. They would like to send message first and then see if call is needed. The chat would be good in sending documents too.	"It is difficult to relax and wait for two hours if you don't even know if you are going to get the answer in the end."

Behaviour & Attitudes	Needs & Goals	Frustrations
<p>"It would be so practical to have one place where you could get advice from different kinds of experts. I don't think that there is such a place. It would be quite helpful. Like an encyclopedia of experts. I would use it."</p>	<p>All three said the rapidity of the replies is a critical thing, so it seems to be one of the most crucial challenges. People don't have patience for waiting for the answers. The most important thing seems to be the prompt first reply that shows that something is happening. The first replies were expected within one hour.</p>	
<p>"It would help me in filtering the information, not like Google that just gives a lot of information but you don't know what is right. Kind of like curated and vetted information that I know that I can trust."</p>	<p>With calls people can wait a bit longer, but still not many days.</p>	
	<p>One interviewee mentioned that the sufficient number of immediately available experts is also crucial.</p>	
	<p>One interviewee would like to have a possibility to search for experts nearby in order to meet them if needed.</p>	
	<p>One interviewee suggested that it would make things faster if the experts were able to see all the relevant data about the users (like call history). She longed for good customer management.</p>	