**Person Project Responses**

**What steps would you take to bring users to the platform?**

I would take the following steps:

1. Active advertising on social media platforms including:
2. Create an instagram account and a facebook page
3. Regularly update these platforms with news like number of users so far, number of studies that have been taken, partnerships with research groups, people who have been helped by the data collected, other catchy things like “Find out more about yourself by taking our personality tests” etc.
4. Ask employees and students to share the pages on their personal profiles to attract followers.
5. Allow the sharing of results to social media, for e.g. if I take a study I should have the option of sharing it on my facebook or instagram profiles. Making it social will attract a lot more interest.
6. Contact existing research groups focusing on psychology studies and ask them to:
7. Share the platform with their employees, students, and extended network
8. Explore the option of funding the project in return for having their own studies featured
9. Contact local businesses for e.g. restaurants and clothing chains to build partnerships where in return for advertising them on our app, they:
10. Provide us funding and
11. Give users benefits/discounts at their chains, e.g. 10% off at a local clothing store. This would both increase user interest in the app *and* have the potential of driving in funding.
12. Create a promo video that would help people understand why the project is important and contain testimonials from past users saying how they’ve enjoyed using it.
13. If we have/get enough funding then:
14. Introduce financial incentives for users to use the app, for example some reward for completing a certain number of studies.
15. Use the promo video to advertise on youtube, youtube advertisements are very effective for apps.

**What features would you add to the website and/or app?**

From looking at the iOS app, and trying out a couple of surveys, I would make the following additions/changes:

1. Completely change the design/layout of the questions once the survey starts. I think right now its using very basic html css and JS, but it could easily be made to look “prettier” and more user friendly.
2. Introduce the ability to change answers *while* taking a study. Both on the iOS app and the web app, while taking a study, once I’ve answered one question I can’t go back. This means if I accidentally press an answer, I can’t change it before submitting my answers.
3. When signing up for the iOS app, we currently have the option of signing up through Facebook or Apple. I would definitely add the option of signing in through Google/Gmail.
4. I really like the Results Dashboard page, I think it's very important to show the user what they have “discovered” about themselves so far. I would like to make it more visually appealing and more informative, for e.g. have a colored scale showing the scores of each study, or using an emoji to show how “compassionate” the user is. A cool extension could be for users to be able to follow each other, like have “friends” who can view the studies the user chooses to not keep private. Making the whole process social could attract a lot more users. Though I’m not sure whether that would affect the authenticity of the results because people might answer differently depending on whether other people will know or not.
5. As the number of featured studies grows, I would
6. Flag each study with certain labels to allow for users to search within a category. For example, “personal”, “social”, “political” etc. I would also keep track of the studies
7. Collect feedback on how much a user “enjoyed” the study after each. Maintain a record of the responses and recommend studies that might match their previous interest.
8. On the signup page, when the user is asked to fill in their personal details:
9. In the “Total Household Income” field, we need to specify which currency and over what period of time.
10. For bilingual people (like myself), we should include the option of more than one “primary” language
11. I didn’t understand what the “Longest Postal Code” field was asking. My guess is it meant permanent postal code (as opposed to the current one), but I would change it to “Permanent Postal Code” in that case.
12. The couple of studies that I took were very basic and simplistic. I think to retain user interest we need to host more complex studies, perhaps something like the Myers Briggs test?

**What study would you want to run on the platform?**

I conducted a study for a course last Fall (COS 360: Computational Models of Cognition) which required a lot of data collection. I used similarity judgment data for a set of 14 countries. My goal was to use Shepard’s non-metric multidimensional scaling algorithm to discover the underlying structure of mental representations of countries, and specifically to compare the variation in this structure across subject pools from different parts of the world. I tried to get subjects from all over the world to give their similarity judgments using TypeForm. My goal was to get subjects from at least 2 countries on each continent and get at least 10 subjects per country. However, I only managed to get a significant number of responses from Pakistan, US, Nepal, Romania, and Nordic countries (if I grouped Norway, Sweden and Denmark together). Even with not as many responses as I had hoped, my results revealed interesting variation in spatial representation across regions. I only had my TypeForm up for a week or so, but if I could have the study featured for around 6 months, we could collect a significant amount of data which would yield fascinating results!