Newlocal User Survey Kickoff

This document outlines the initial project kickoff surveys that were conducted. The goal of the surveys I ran were to understand how people currently use location-based search applications, what the most common location-based search applications are and to find out about location-based search applications that I was unfamiliar with. As well as, the positives and negatives of each.
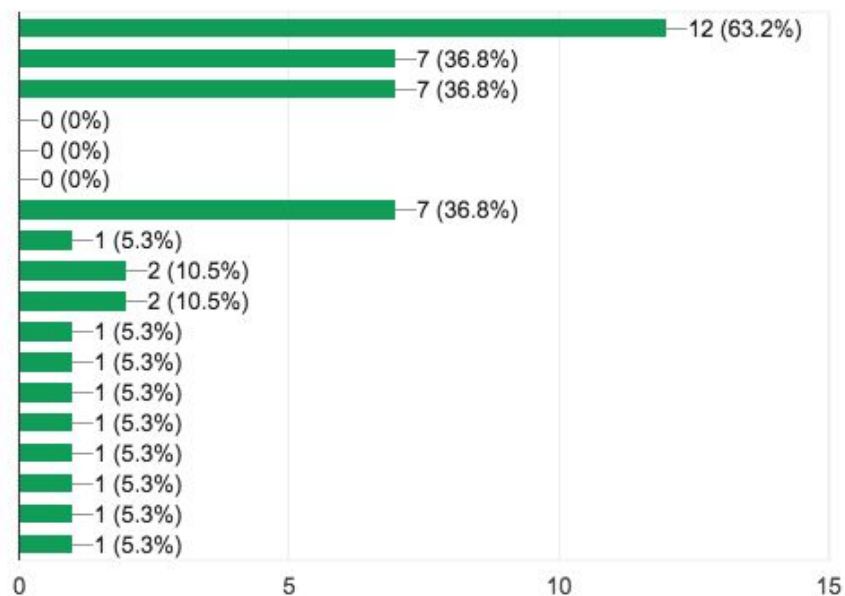
I was able to survey 19 participants, the following are some key results from the survey responses. The link to all responses can be found here.

Survey Results

The most popular sports watched were Soccer (63.2%), Baseball (36.8%), Basketball (36.8%), and American Football (36.8%).

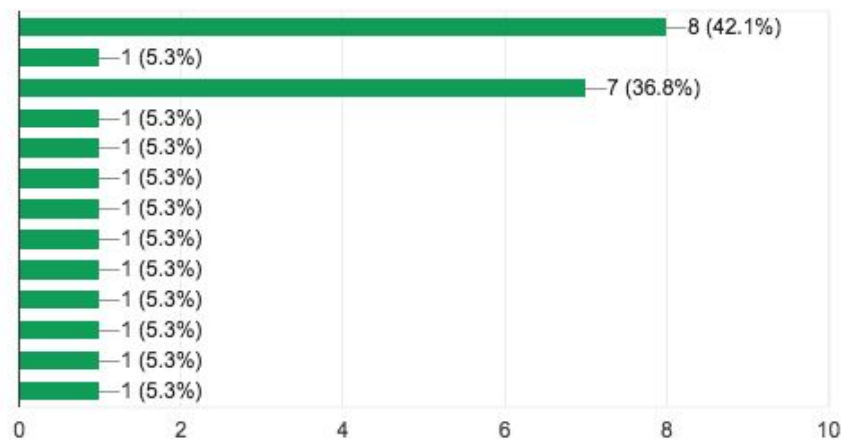## Which of the following sports do you follow and enjoy watching on TV?
19 responses

When asked how users searched for games 42.1% of participants said mobile app and 36.8% of participants used a website. The rest of the participants used another method such as word of mouth.

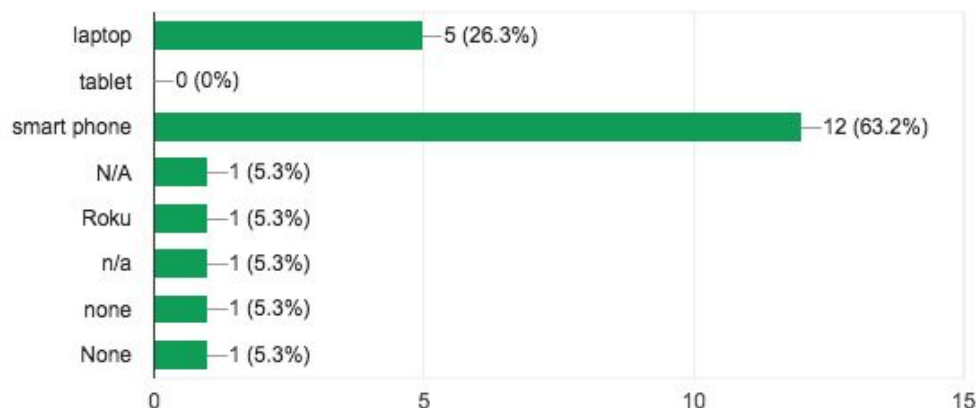## How do you find out when the team you follow is playing?
19 responses

When asked about the device used when seeking sporting event details 63.2% used smartphone and 26.3% used laptops. The rest of the participants used other methods like smart tv's or devices of that nature coupled with the apps on those devices.

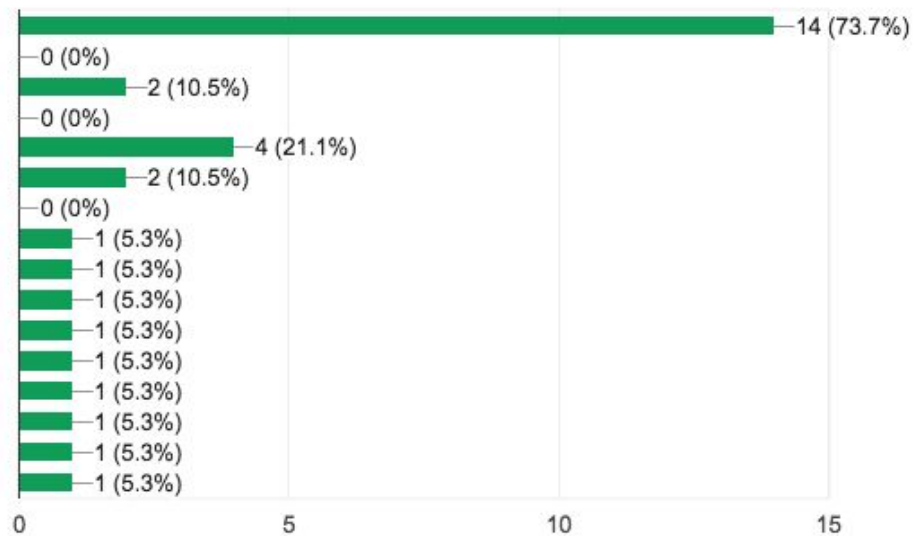## What device do you typically use when checking your teams schedule?
19 responses

When participants were asked how they find restaurants or bars in a new city 73.7% of participants used Yelp and 21.1% used Urbanspoon. Zagat and Opentable were the next top used apps at 10.5% of participants.

What apps do you use to find restaurants or bars when in a new city?
19 responses

Analysis

Qualitative	Quantitative	Key Takeaways
How do you find Sports Bars?		
google/internet search	35.29%	Nobody really used an app, this was the only consistent answer. Either the internet/google is easy and reliable or there's nothing that is good enough to replace it
How people find out when the team you support plays?		
mobile app	41.18%	This showed that almost everyone used an app or website to find out when the specific sports team plays.
website	35.29%	
Device Used?		
laptop	23.53%	Most people used their phones when searching for sports teams schedule. A good portion used a laptop, which i think shows that this should stay mobile.
phone	58.82%	

Follow teams when traveling?		
about half the people who completed survey follow their sports team when traveling	~50%	Almost 50% people surveyed follow the teams they support while traveling. Considering a good portion of the people surveyed don't follow a specific sports team (~41%).
Apps people use for bars/restaurants?		
Yelp	70.59%	Almost everyone surveyed used either yelp or google when searching bars/restaurants. Almost nobody used the apps I listed which are apps for finding bars. They didn't list any bar finding apps. Because there's no need or because the ones available suck?
google/google maps	17.65%	
Other resources:		
Google and word of mouth		Seems like if people don't know what to use they default to Google.
What people like about the apps/resources they use to find bars/restaurants?		
Comfortable with the UI		These features should be included in the final product.
PICTURES		
Ratings		
Easy x2		
aside from yelp, they are generally curated by editors with good taste		
I get to see things I did not think of.		