

User Survey & Interview



Research Goal

The goal of the survey & interview is to find what user wants?

Do they want to wait for 10-15 minutes & let the expert contact them? Or they will prefer instant contact with the expert without wasting time.

What are the things they look for (which builds their trust in expert) while choosing an expert?

How many users trust online experts advice.

What feature they want to make their communication easy with an expert.



Interview Script & Interview Questions

Hi, I am Rashmi, First of all, I highly appreciate you agree for an interview. I am designing an app called one on one expert's advice. This interview will help me in planning my app based on needs & pain point you encountered. I'm gonna ask you some question, and you just need to answer them based on your experiences. So let us begin.

- Do you need help/advice with the thing you are not familiar with?
 - What are the things/fields you need guidance with?
 - What you do or where you go to find the answer?
 - What makes you follow the advice?
 - How often you need help?
 - What you prefer online advice or in person? And why?
 - Do you use any online expert advice app/ website? If yes, Please mention? If no why not?
 - What feature you like in the app?& what feature are missing?
 - What are the factors which help you decide your expert?
 - What would you prefer a direct call to an expert or ask your question through a message and wait for an expert to reply?
 - Describe a bad experience you've had in the past with an expert or by following there advice?
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Interview Suma

35, female
job- QA



- Do you need help/advice with the thing you are not familiar with? What are those things?
>> Yes, mostly with repair (cooker, mixer), Medical/Health (as I have 2 kids), electronics.
- What you do or where you go to find the answer?
>> First thing I do is Google search, YouTube videos are also very helpful,
- Ok other than this what else is your source of information?
>> I also use social media Stack overflow, Pinterest, redbus2us, Quora, sulekha. Ask to my friends.
- So did you get all the answers to your questions? What are up & down side you feel during your research?
>> Mostly I get the solution after a lot of research, hopping from one site to other to find what fulfills my specific needs, which takes a lot of time. The upside is you don't have to pay for the things which you can do with little skill/information.

- What you prefer online advice or in person? And why?

>> I prefer online over in person because its mostly free, and you save a lot of time in driving & fixing an appointment.

- Do you use any online expert advice app/ website? If yes, Please mention? If no why not?

>> No, I don't use any app I just use search because whatever problems I face it mostly solved by other social site like Quora, Sulekha, so I'm not even aware of if such kind of app exists.

- What would you prefer a direct call to an expert or ask your question through a message and wait for an expert to reply?

>> I think I will go with message and wait for experts reply.

- Ok What about video call do you think it would be something you like to have?

>> No really not, I'm more concern about my privacy and identity.

- What are the factors which will help you to decide an expert?

>> I follow the crowd. I purchase simple thing based on reviews & rating, now its kind of my second nature so I guess I will do the same to find the expert.

Interview Vishwanath

*40, male
job- Analyst*



- Do you need help/advice with the things you are not familiar with? & what are those fields?

>> Yes, Medical, Education, Legal, Repair.

- What you do or where you go to find the answer?

>> Yelp, Sulekha, Google search.

- How often you need help? What you prefer online advice or in person? And why?

>> once or twice a month. I prefer online its fast & easy.

- Do you use any online expert advice app/ website? If yes, Please mention? If no why not?

>> Nope, Because I don't know any of such app or site I never heard about it.

- What would you prefer a direct call to an expert or ask your question through a message and wait for an expert to reply?

>> I will prefer direct call.

- What feature you would like to have in such app?

>> Audio & video call. Save the list of my favorite/contact experts.

- Why you want save the favorite expert?

>> To easily access them for next time & it build trust.

- What are the factors which will help you decide your expert?

>> Mostly based on verified experts, reviews & recommendation & price.

Interview Rupali
33, female
job- software Developer



- Do you need help/advice with the things you are not familiar with? & what are those fields?

>> Yes, I mostly need help with Medical (she is pregnant), Legal (as they are planning to buy a house) these two fields are major rest like repair, electronics, gardening etc.

- What you do or where you go to find the answer?

>> For medical & legal we go to our local hospital & lawyer/real states agents office, & for rest of the things I use Google search, YouTube videos, Quora & also ask my friends & family.

- What makes you to follow someones advice?

>> Trust, I trust my friend & family because they already have experienced these events, & other online recourses is kind of try & error.

- How often you need help?

>> Biweekly.

- What you prefer online advice or in person? And why?

>> It depends on the problem & situation, like in my present situation for medical I feel online is a good choice for small issues, it saves your time from driving & waiting in Dr. office. Definitely for big issues I would prefer Doctors appointment. & with legal I think first 2-3 in person meetings are compulsory to build the trust, then most of the things can be done over the phone.

- Do you use any online expert advice app/ website? If yes, Please mention? If no why not?

>> No I didn't, because whenever I face a problem I do Google search or ask my friends.

- What feature would you think will be helpful or you would like to have in the app?

>> Hmm, I think text message & phone call.

- Okay, what about video call?

>> Hmm, again depends on the situation in some cases video call will be helpful I think.

- Which feature you will give most priority or you will use? & why?

>> Call, because it quick and easy, I don't like to type much and sometimes it is hard to express the problem in writing, Video call would be easy to explain the problem related with things like electronics, household But I really don't like face to face interaction with some unknown person over the phone. So I think I will feel more comfortable with phone.

- Describe a bad experience you've had in the past by following online advice?

>> I was looking for some thing to clean my marble kitchen counter. As per online advice (google search) I bought the product & used it over my counter that chemical left my counter with bright spots. That was bad experience.

SUMMERY & TAKE AWAY

- One thing that this interview revealed is that none of them is aware of such an app. One of the reason could be that all my participants are immigrants.
 - Google Search is the top site used to research. Additional benefit of Google Search is that it aggregates information from sites like Quora, Stack Overflow, YouTube, Yelp & local businesses sites.
 - One thing is apparent that competitors of this app don't have good online presence. They don't show up in Google searches results. My app could take advantage of this and target users on Google search.
 - Survey result shows all the participants highly depend on rating & reviews. Verified expert and price is more important to users that experts qualification.
 - No doubt they all want to quickly solve there problem without any hassle. Most of them Prefer audio call & chat feature than video call.
 - I also learned that all immigrants constantly need help/advice as they are not familiar with how things/system works here.
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- Conclusion – Definitely they all need app/website where they get solutions to all there problems. Right now they are not much aware of such app which gives me some more time. I need to work heard in the Marketing area of my app.
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