**AGE, GAMIFICATION, OTHER APPS AND EXTRA INFO, 5**

With users in every age group between 21-36+ and no clear majority, it would be considerate to develop the app with a focus on accommodating users of all the age brackets provided.

Figure Graph showing user responses per age bracket.

After doing market research, we were interested to discover whether users would find it beneficial to optimise their study time by using gamification elements to increase motivation to complete tasks. An equal split on results between yes, no and unsure show that results are not conclusive. While 66% of users, answered yes and unsure, showing that they were at least open to the idea of gamification, it may be necessary to collect further information from users who answered unsure after presenting them with specific examples of gamification to make a clear decision.

Figure Graph showing user responses whether it would be beneficial if the study calendar app included gamification elements.

Users who responded yes (3) or unsure (3) when asked if they were interested in gamification features, were then asked to rate 3 different types of gamification features from 1 not appealing to 5, extremely appealing. The graph about shows the mean rating for each type of gamification, including 95% confidence intervals. The feature with the highest mean rating, each study session contributes to the growth of a virtual plant, and you can unlock different plant species for you in-app garden, also has the narrowest error bar, so we can be most confident that this result is more likely to be representative of the true population mean.

Do you use any other apps or tools?   
We asked users if they currently use any apps or tools to help with their study planning. The majority (8 out of 9 users) responded that they do not currently use an app or tools. 2 users explained that they sometimes make quick mental notes or use a pen and paper to make quick notes. They suggested that these notes include reminders, key dates or wanting to spend a certain amount of time on a piece of work.

At the end of the survey, we asked the users if there was any other information they wished to provide about their study habits that was not already included. This was a way to gauge if there were key features that we may have missed or gain information that could be used to provide better insights for our personas. Two users mentioned that they often find their phone distracting when studying. Two people also mentioned that it might be useful to add a social element, suggesting that group motivation could be a good way to increase the amount of time spent studying. One mentioned the pomodoro method, and another mentioned that they often forgot to take breaks and would find a reminder feature, such as is used in the pomodoro method, helpful.