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CS-319

Milestone week 2

1. **Determine appropriate topics to discuss in the interview**

Based off of my app idea from last week. Here are some great ideas with questions that I would like to ask in my interviews.

Idea- why download the application

Question – Would you ever download a health app on your phone? If so for what use?

Idea – preference on app

Question – out of all the health apps out on the market if you could describe the perfect one, what would it look like?

Idea – Recommend foods to eat throughout the day.

Question – IF there was an app that could monitor food, and calories how would you feel about the app giving you recommendations based on current weight, height, and health goal.

1. **Conduct interviews to collect relevant user information**.

Interview A – First question asked, seemed awkward to answer. I believe it felt more as an attack rather than a question, but ultimately yes, this person would download such app. Second question asked, Ideally (joking) the client would like an app that does the work for them to where the weight just disappears. In reality the client described something that is simple to use not to much information unless requested. NO ads. Client addresses new apps are always weird to download if not heard of from a friend since everything in the world wants you to subscribe. Last question, Client would love the app to recommend food, ideally client wants the app to create a list of food and show how to cook food. Even order the food for them.

Interview B – First question asked, answer yes, For the obvious reason to become healthier/lose weight. Perfect health app was described as one that keeps track of your day and plans activities for client to do to stay active. Final question, client likes the idea of app giving recommendations.

Interview C – First question, client wouldn’t mind having such app but doesn’t want it to bother them. “Most health apps are just a way for the creator to make money, it’s usually some sort of website in the app that is just filled with health blogs. Complete waste of my time and money.”

(rest of interview felt awkward) Second question, client says the perfect app doesn’t exist for who they are. Client simply doesn’t care enough to dedicate time into learning how to use an app for such little gain. “I know how to work out, if I wanted to I would”.

Take away from this interview is the app has to be simple for this base of customers to even consider downloading it. Didn’t make it to last question.

Interview D – First question, “Everyone wants to be fit, health apps just sell the idea of being fit. So, no I probably wouldn’t download some health app.” Again, started of rocky… Second Question, client descripted the perfect health app as a companion or friend, some people just don’t want an app they want a partner to become healthy with client says “No one really wants to work out and those that do usually aren’t alone and there is a group”.

Take away is to make some sort of community on the app.

1. **Analyze the information gathered from the interviews**.

What issues were mentioned that you had not considered beforehand?

Something mentioned in multiple interviews was the idea that customers might not even want the app. After these interviews I had to question if the application was even worth moving forward on. It was mainly negative responses.

What patterns or themes arose?

The app has to be simple. There was no case where the app can be complicated. Simplicity is key, has been for the last 25 years and will continue to be. There is a time and place for complicated, but this is not it.

What keywords were mentioned most often?

Simple. The clients want simple. Each interview was extremely different, so it was difficult to pin together things that were mentioned multiple times. The only thing that was brought up that I noticed was that the app needed to be simple.

What user priorities can be identified?

Purpose, simplicity, usability.

1. **Explain who the target audience is for your mobile app design**.

Target audience was for customers who wanted to be healthy, whether it be in losing weight or just having a better lifestyle this was the target. Mainly middle aged.

* Personal information: What age group, type of education, or income level is expected of the target audience?

Middle aged, 20 – 60. Any form of education, and any form of income.

* Profession information: What is their work background?

No background needed, this app is open to the public.

* Purpose for engaging: What are their needs, interests, and goals, and what type of information do they desire?

To become healthier, whether losing weight or getting fit. The app is based for people to have a better lifestyle of health.

* User environment and context: When do users engage? Where? On what types of devices? How much time will they likely spend on the app?

Ideally time to a minimum. The app isn’t meant to have time spend on it, it’s supposed to be simple enough to just look at and understand, pull information when needed but not overwhelm the client.

1. **Develop two user personas that illustrate the goals and approaches of the app’s potential users**.

The goal for the app is for someone who wants a better lifestyle can look on the app and see what types of food would better help their lifestyle. Either losing weight, putting on muscle, becoming lean, or even gaining weight. The task of the app is to inform/guide the user to foods that will help them reach their goal. The app would show what foods to purchase even how to cook certain things. The app can be downloaded on android or IOS.

1. **Apply personalized elements to your user personas**.

The app is based on the middle-aged working class, although is open to the public. The ideal target is someone who wants to become more active but doesn’t know where to start. We’re not trying to target the gym rats who already know what to do. They wouldn’t find the app interesting. We are looking at the other 90 percent. The working American class, who are too busy to research different foods and that is why we will do it for them.