

Interview 1

Interviewer: So the app we're, our project is an app that's supposed to help connect you with other people, ok?

Subject: Yes.

Interviewer: And so this...we're going to conduct a bunch of interviews to try to get an idea about, you know, what's important to people with, as far as just connecting with other people. So, um, the questions we have are: how often do you go out and meet new people? Is that something you do, or not?

Subject: Well, ok, hold on...uh, I'm a little different than most people, I meet new people almost everyday, um, mainly for my job though [they are a military recruiter] with sales, to go...open market, you always got to be meeting new people, so...

Interviewer: Ok.

Subject: 'Cause my sales, can't...you can't sell to the same person again, in my sales...

Interviewer: Right. Yeah, that's something we hadn't thought about, with like the work connection there, um...

Subject: Personal life, married with a kid...not so much.

Interviewer: [Laugh] Ok. Um, ok that's interesting. Alright, um..well we could...I think some of what, with you work it applies to our app idea so...how do you go about, how do you go about finding people...for that?

Subject: Cold calls and area canvassing.

Interviewer: Ok.

Subject: Going to places that my target audience is at.

Interviewer: Ok.

Subject: High schools and colleges.

Interviewer: And I think that...that sounds like what people do most of the time anyway, if they want to meet people, you know, whatever kind of people they are trying to meet, they'll try to go to places that they think they might be, yeah

Subject: Right.

Interviewer: Ok, um...ok a lot of this doesn't apply in that case...well let me ask you this then: if...kind of how we're focusing this is, we're thinking about like Facebook, cause a lot of people use that...

Subject: Right.

Interviewer: So, do you use that to meet people, or is it for other purposes?

Subject: Yes. Both.

Interviewer: Both. Ok.

Subject: For like advertisement for myself, and then I also use it to meet contacts, um, that I've never met before.

Interviewer: Ok. Now this script isn't working that well for this situation. Um,

Subject: A little different.

Interviewer: now what about privacy issues?

Subject: Like what could I foresee? Or what have I had.

Interviewer: Like...either.

Subject: Um...foreseeing: um, maybe if, if it's a locator app and I have it as marked my interests from what I understand with you and what you say about this thing, is if I have my interests marked and, you know, and maybe I'm on a date with my wife or something and somebody's like 'hey, I saw you're picture on this app, and this and that and that, you know, you like soccer too' and I'm like 'look, high five, I really don't feel like talking about soccer right now', you know,

Interviewer: Ok.

Subject: If I'm on an intimate date or something... or maybe you are, like my job, very business oriented during the day, and I forget to turn it off or can't have like hours setting on when I want [it] to be on, to be found, and like if it's just always on and I forget about it, then...I might be in a business setting to where I don't *want* to talk about this right now because it will interfere with my job.

Interviewer: Ok.

Subject: So, uh, I think that would be a concern, um, for most people like especially college students I don't think that's really a problem because that's what you're doing is your trying to meet new people, high school students and things...they're trying to find people with they're familiar interests, but I think when you get into professional business side of it,

that you might have people that are, you know, want to use the app but you might have people coming and getting you at a bad times and some people are really chatty so you don't, you can't just like shut them down like 'hey man I'm actually really busy' they're just like 'hey, that's cool, uh, what kind of soccer do you like' and you go 'um, listen, you've got to go'. So, maybe you have a negative effect with it, and people get turned *off* by it because they've met somebody with it who really wasn't in the mood to talk to them.

Interviewer: Ok.

Subject: So, maybe it's just like quality control kind of issue, um, additionally with other privacy I see is that nowadays if people have your name and date of birth, I mean, they can, you know, do certain things with that and I know that a lot of people have been locking that down on Facebook, um, but it would, I think it would be relevant to the app to know, like maybe an age group setting? Um, 'cause I'm sure if you're 45 years old and you like classic cars and so does a bunch of 16 or 17 year olds, you don't want to run into them and be like 'hey, what's up, like classic cars?' and now you have a 45 year old hanging out with 16 year olds. Additionally on that note, um you want to watch out for probabilities of the weirdos, um, who like if teen girls are all like 'we like makeup and shoes' and now they're in this group, in the setting and they all have those likes well then you could have like a pedophile making those likes on *his* so he kind of like finds that group and tries to make, you know, 'hey it's the app' and they kind of feel obligated because they went on there and they put their profile public, to talk to this person even though it's kind of a weird situation, and you don't really know where that goes

Interviewer: Right.

Subject: Just ideas. Is that what you're looking for or am I like...

Interviewer: Yeah, and we were talking about that how there's been some stuff in the news lately about Twitter having to deal with stuff like that and actually, you know, whether or not they take a position on it, you know, because they could just kind of stay out of it and say 'hey, it's just people using our app it's their problem' but they are offering the service...so...yeah...

Subject: What else?

Interviewer: Alright, so our, the focus comes down to like people immediately around you, in public, you know, do you, do you interact with them in any way normally, like um, I mean there's obvious ones like, you know, cashiers at a store or uh, I don't know, you know, there's many situations where you just go up to someone because they know something you want, you want to ask them something or, you know, whatever

Subject: Most likely.

Interviewer: But if there was an app that could tell you something about the people around you, would that change things?

Subject: It depends on the setting. If you have the app and they have the app, obviously your mindset is to meet new people. So I think that would make you a little more outgoing, for maybe somebody who doesn't talk to strangers for the most part, um, if uh, you've got the app that has everybody's in a group playing football and that's all they like, and you're like well they probably play football, and...maybe you're new to the area or you just don't have a lot of friends but you want to partake in playing football it could give you the confidence to show up 'cause you're like 'hey, a lot of people have this app, they probably *want* somebody to join, maybe i'll show up and be like hey you guys like football, let me play football, you know I saw you on the app' and have that common ground 'cause most people don't have a common ground with strangers, you know, unless you're wearing like the same shirt or, you know, in the same store like an auto parts store kinda looking at the same stuff, you know, just it depends, but in that case you share common ground that obviously if they didn't want new people to show up they wouldn't have the app.

Interviewer: Right. Yeah, that's what we were thinking about, how just the fact that you're *using* it gives you some sort of mutual...thing...

Subject: Right.

Interviewer: Ok.

Subject: So I do think it would make you more outgoing.

Interviewer: So...what kind of information do you think would be most helpful to share, like would make a difference, like to you?

Subject: I think age would be important, you don't have to have full birthdate, just age, you know. I think gender plays a role, um...just for sheer awkwardness, like the situation if there's a guy who likes shoes but he likes Jordan's, you know, and he's like hanging out with a bunch of people at a store and he sees a bunch of people have this app and its 3 or 4 of the and he's going to go over there and talk to them, open up, and he sees a table full of girls that likes Prada shoes and you're just whoa, this got weird quick, you know, kind of deal...

Interviewer: Right.

Subject: So I think that, I think the interests have to be pretty detailed, not to the extreme but just detailed interests, um, not just like a category you know, um, I think there should be an option to say, um, are you *looking* for friends or are you not, to let somebody know how inviting you are, you know, that group if they're all open to new friends, then you go over there you'll be a lot more comfortable and, you know, because you know they have the option, so I think that should be on there, uh, this is stuff you want, right?

Interviewer: Yeah.

Subject: Ok. Um, interest, age, maybe uh have it linked to Facebook so you can get like a profile picture so you know what the people look like, in case there's two groups sitting pretty close to each other and you're like I don't know who these people are.

Interviewer: Ok.

Subject: Maybe something like that. Um, maybe a list of connections, it'd be nice to know, um, to where they could turn on their cell phone numbers or not, that way if you go up there and you meet them, maybe because you're in that close proximity and you're using the app you can press like 'make friends' or something and it'll kinda add them to your contacts in your phone, I think that'd be pretty cool.

Interviewer: Oh, I see.

Subject: Um, that way if you ever wanted to hang out with them again you got their, maybe like a username even if they don't want to do phone numbers, uh, maybe a message option on that app to where, like cause some people wouldn't want that, you know...

Interviewer: Right.

Subject: If I showed up to you and you don't know me, you met me five minutes ago, you might not want to give me your phone number but if we became friends on that app and you could send me a message, if we had a good time hanging out and playing soccer, next Friday I could be like 'hey, are you guys gonna play soccer this weekend again' you know ?

Interviewer: So just the ability to send messages, ok

Subject: Yeah, probably that, just that, I would take the contact, leave it at contact but not like a phone number kind of thing. Um, I think that'd be pretty good right there. What else?

Interviewer: Um, and is that information you'd be willing to share, or want to have the option to share, are you thinking about it from that side too?

Subject: Yeah, if I had that app and that's what my goal was I would, uh, be willing to put my profile picture, my age, and interests, hobbies, stuff like that.

Interviewer: Now...name? What do you think about name?

Subject: Probably set up a username.

Interviewer: 'Cause I was thinking about first names, people generally seem...what do you think about just first names?

Subject: Yeah, I'd be willing to put my first name on there. Um, but I mean even if you set it up... 'cause yeah, 'cause then if you get usernames then you get that 'are you dungeonmaster235?'

Interviewer: [laugh]

Subject: Don't say that out loud...so yeah, probably try that. But, then if you have a soccer group and they're all named Josh...

Interviewer: Yeah.

Subject: You know, so...I think you would have to have *something* to distinguish you from the other Josh's, you know?

Interviewer: Ok.

Subject: So, maybe...maybe your first name has to be *in* the username? Be a good idea?

Interviewer: Ok.

Subject: Or you can set up a...well, it would take a bunch...

Interviewer: You could do like first name and then a number...

Subject: Right...123456, or something...I was thinking like a picture but God, that would be so many pictures

Interviewer: Um, ok 'cause what this interview is supposed to focus on is what your goals would be in this, ok...

Subject: Right.

Interviewer: And then, later on in the design process we talk about *how* to do it, so right now, that was good what you were talking about how, you know, if that was your goal then this would be...goo, um so.. 'cause what about, I'm just seeing how this could work with the recruiting too is if someone has Marines as an interest, right, and then they pop up as being around you...

Subject: Then you can engage in conversation.

Interviewer: Right.

Subject: Yeah but they would never do that, so...maybe like one in a thousand.

Interviewer: I'm just thinking that this is the direction that things are heading, is that as smartphones get more advanced, you know, and as more of our, more details about us go online,

that there's going to be some things like this that let you know more stuff about the people around you, you know, whatever they're willing to share.

Subject: Right.

Interviewer: Because people put a lot of stuff on Facebook but you could walk past them on the street and never know the stuff they put on Facebook, you know?

Subject: Right. And they're not friends with everybody. Nor do you search everybody.

Interviewer: So...if you have something in common with them even on Facebook, you know it'd be nice to have that pop up as, you know, as they're walking past you or something, um, just to be more aware of the people around you. So, do you think we need to target this to a certain group of people?

Subject: Um, well just like Facebook started off in college, you know, as a networking system, I think if you spun it as a networking system you want to target it to audiences that are group-related, you know, individual sports - there's a lot of people that come together. Uh, maybe study groups, you know, everybody that's interested in learning history, hey come on let's all get together. Car shows, biker rallies, all that stuff where they're trying to target certain interests, I think if you went to a promoter of a, you know, car show, and you said 'hey look, post this all over the place you know start getting your people to download this, and then at every one of these car shows you'll have all these connections, you can just send a message to every connection that you have and this are all people that came to the last one, you're telling them about this one. So they don't have to read banners the whole time. I think it could be used in networking fairly easily and I think it would make networking a little bit...just like LinkedIn, you know, that and now you have these people that, you know, have these common interests as far as a career base, you know, you use this and now you have these interests as far as a hobby goes and you can kind of follow what people are doing and where they're going so that way when there's a Saturday and all these people that you're connected to all show up in one spot you're like whoa, must've missed that one and now you can go to it, you know, at least you know it happens, you know like gun shows and stuff.

Interviewer: Ok. Alright I didn't really follow my script but I don't, some of it doesn't seem to, it seemed to make more sense when we were writing it but [laugh]

Subject: [laugh] Yeah.

Interviewer: Ok well that will give me something to work with.

Subject: Glad I could help.