

Time: 26/10/2023 – 9/11/2023

These 2 weeks we have been doing our HCI report.

We first conducted semi-structured interviews with potential users: Alex (Podcast Listener) and Joe (Podcast Owner) to gather requirements.

Gathering Requirements	
To gather requirements for our project, we conducted two semi-structured interviews with Alex (Podcast Listener) and Joe (Podcast Owner). This provided us clarity on what features to implement and what aspects to focus on.	
Alex	Joe
<ul style="list-style-type: none"><li><b>What podcast platforms do you currently use?</b> I mainly use platforms like Spotify and Apple Podcasts. I like the wide range of content available on both platforms and the user-friendly interfaces.</li><li><b>How often do you listen to podcasts, and what topics or genres interest you the most?</b> I listen to podcasts regularly, usually during my commute to the university or while working on projects. I'm most interested in podcasts related to technology, artificial intelligence, gaming, software development, and personal growth.</li><li><b>Are there frustrations or challenges you face while using the platforms?</b> Sometimes, it can be a bit overwhelming to filter the vast amount of content available and find something exactly for me. It would definitely be helpful to have a more personalised recommendation system to discover relevant podcasts easier.</li><li><b>How familiar are you with AI-based recommendations?</b> As a Computer Science student, I've studied and worked on projects involving AI-based recommendation systems and content creation algorithms, so I'm quite familiar with the concept.</li><li><b>Are there any specific platforms or devices you primarily use to listen to podcasts (e.g., mobile apps, web browsers, smart speakers)?</b> I mostly use mobile apps on my phone, but occasionally I might use web browsers when programming. Overall, both are good for me.</li><li><b>What do you think the ideal length of an episode is?</b> I believe the ideal length of an episode should be between 12 to 20 minutes. This duration allows for in-depth discussions without becoming too lengthy for a single sitting.</li></ul>	<ul style="list-style-type: none"><li><b>Can you provide a brief overview of your experience and background in podcasting?</b> I've been hosting my diverse and conversational podcast since 2009, engaging with a wide range of guests and covering topics from sports and comedy to deep philosophical discussions.</li><li><b>What types of content do you usually produce and who is the target audience?</b> My episodes vary widely, featuring discussions on everything from martial arts to scientific explorations, aimed at anyone who enjoys lengthy, in-depth dialogues.</li><li><b>What tools and software do you usually use for podcast creation and editing?</b> Our setup includes high-end recording and filming equipment, and we use a variety of software to ensure top-notch production quality in both audio and video.</li><li><b>What role could AI play in enhancing listener engagement and community building?</b> AI could help in analyzing audience preferences to guide future content and guest choices, as well as in managing and moderating our online community discussions.</li><li><b>Do you currently monetize your podcast? If so, how?</b> Yes, we have a multifaceted monetization strategy that includes sponsors, merchandise, and revenue from video platforms, always ensuring alignment with our content and values.</li><li><b>What is your biggest issue you face as a podcast creator and how could an AI-based podcast application address these challenges?</b> Managing distribution across various platforms is a significant challenge; AI could streamline this process and aid in archiving and search functionalities for our extensive episode library. Additionally, it could help in moderating online interactions and highlighting important community feedback.</li></ul>

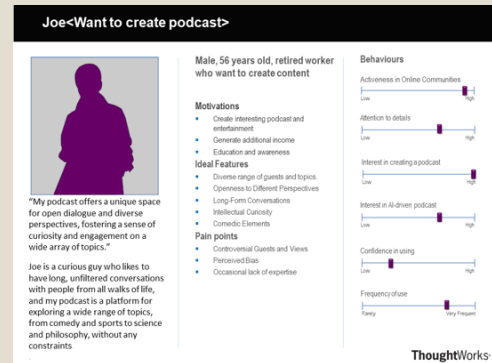
We then produced their personas based on the answers and requirements they have given us.

Persona - Listener	
After completing the interviews, we then took the next step by creating two personas and two scenarios to gain deeper insights into the user's desires and requirements.	
<ul style="list-style-type: none"><li><b>Alex (Podcasts listener)</b> Alex, a 20-year-old Computer Science student at UCL, has a talent for understanding complex concepts in technology and enjoys exploring a wide range of topics like software development, AI, technology, gaming and personal growth. Despite his curiosity, he often struggles to find podcasts that match his interests. Recently, he stumbled upon a podcast platform that seemed tailored just for him. The platform featured a recommendation system that seemed almost intuitive, suggesting episodes that truly matched his curiosity. Alex was thrilled by a straightforward interface, resembling the seamless experience of an app rather than a complicated tech tool, making the entire experience feel effortless.</li></ul>	<div><p><b>Alex</b> &lt;In need of an innovative podcast&gt;</p><p>"I'm looking for a podcast platform with a user-friendly interface and a recommendation system that streamlines my experience without overwhelming me."</p><p>Alex is a 20-year-old second-year Computer Science student at UCL, with a genuine passion for AI and its applications. He wishes to find an unusual podcast covering topics such as software development, AI, technology, gaming and personal development. He looks for a podcast platform that provides not only good recommendations but also a user-friendly interface, ensuring the content aligns with his interests and expertise.</p><p><b>Motivations</b></p><ul style="list-style-type: none"><li>Interested in discovering unusual and niche podcasts</li><li>Shorter episodes are important</li><li>Values platforms that offer personalized recommendations</li></ul><p><b>Ideal Features</b></p><ul style="list-style-type: none"><li>Easy to use and friendly user interface</li><li>Detailed episode descriptions</li><li>Transcription and translation options</li></ul><p><b>Pain points</b></p><ul style="list-style-type: none"><li>Lack of personalization</li><li>Information overload</li><li>Lengthy episodes</li></ul><p><b>Behaviours</b></p><p>Activeness in Online Communities: Low to High</p><p>Attention to details: Low to High</p><p>Interest in creating a podcast: Low to High</p><p>Interest in AI-driven podcast: Low to High</p><p>Confidence in using: Low to High</p><p>Frequency of use: Every to Very frequent</p><p>ThoughtWorks</p></div>

# Persona - Creator

- **Joe (Podcast Creator)**

Since 2009, Joe has been actively engaged in the production of podcasts, demonstrating a profound ability to captivate and entertain his audience. He has assembled a proficient team dedicated to the creation of high-quality podcast content. Recognizing the potential efficiencies and cost-effectiveness of artificial intelligence, he explored the utilization of an AI-driven podcast generator. This technology facilitated a more rapid content generation process while simultaneously achieving substantial reductions in production costs and time expenditure. Joe actively sought inspiration from various other podcasts, assimilating diverse influences to craft a unique and personalized podcast style. His interaction with the website revealed a user-friendly interface, drawing parallels to widely recognized platforms such as YouTube and Spotify, which further enhanced the ease of navigation and usability. Overall, Joe found the platform to align closely with conventional sites, contributing to a seamless and intuitive user experience.

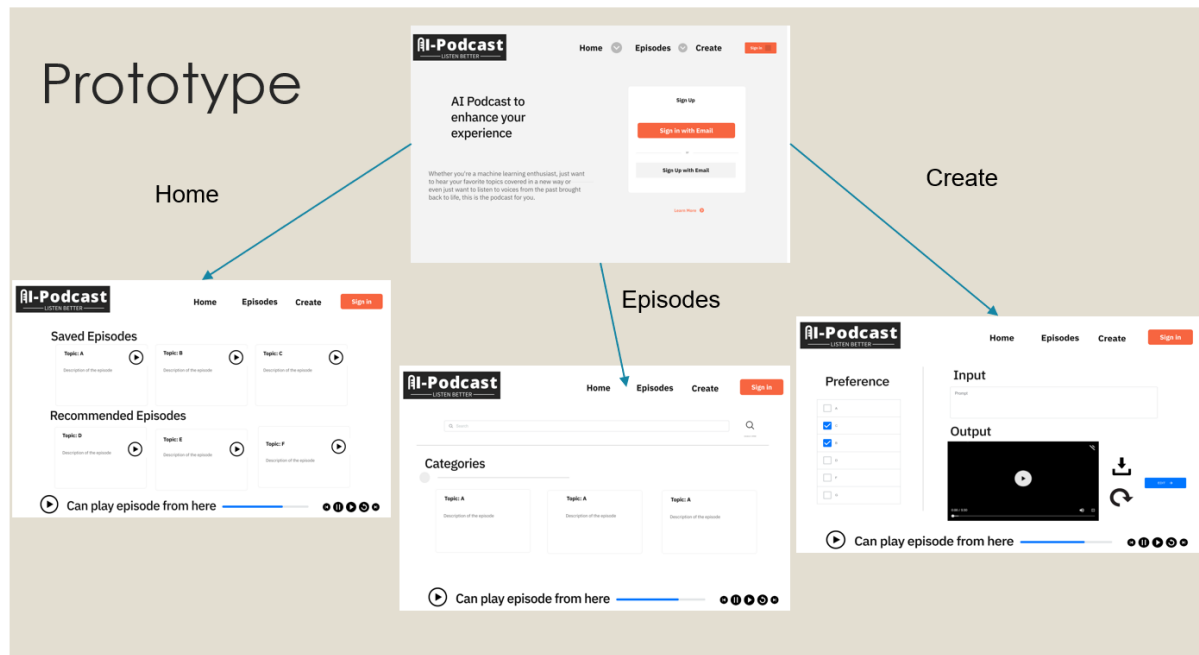


We have also made a few initial sketches and prototypes, which have then been improved after the evaluation, fixing some elements and implementing some features.

## Sketch 1

After gathering requirements and analysing the target user personas, we first produced two versions of user interfaces.





## Evaluation of Prototype

We then proceeded to carry out heuristics evaluation in order to locate problems in a fast and low-cost way

Problem No.	Description	Heuristic	Solution	Severity (0-4)
1	There does not exist a help page explaining how to use the system	Help and documentation	Add a FAQ block	1
2	It is not clear to the users while in "Home" tab that they can search via the "Episodes" tab	Flexibility and efficiency of use	Move search to the title bar so it can be accessed anytime	2
3	It is not clear that users can browse by categories via the "Episodes" tab	Consistency and standards	Rename "Episodes" to "Categories"	1

We've submitted the HCI report and will now proceed with the research for the project?

The plan for next week is to:

- Research similar projects.
- Research models for text, audio and image generation.