

I. DATA ANALYSIS

(By: Avanti Patil, Sriharsha Srinivasa Karthik Kaipa, Naga Vijaya Saradhi Kethamakka, Sneha Vankireddy)

I. DATA ANALYSIS

Following document presents the data analysis from the Affinity Diagram we have created for Team Assignment 2. There are

1. Connecting and Sharing

Reasons I joined in UCB

Every user had their own reasons to join in UCB. Reasons varied from being involved in pilot programs with UCB to receiving incentives for the things they do. We felt the need for a place to put together such data and hence created this aspect of user voice. The reasons include but not limited to

- "I did the pilot with Union Capital"
- "gaining more knowledge, more about events on education"
- "Some UCB members hope that joining will benefit themselves, others hope it will benefit their family and some are hoping that they can help out others in the community."
- "I needed something to do on Wednesday"

UCB helps me to connect with things around me

I meet new people who are similar to me

Individual tend to relate to others who have been through the same life experiences or have similar goals as themselves. Every interviewee specifically mentioned their interest in meeting people like themselves and hence we created this label. **The user voice regarding this is**

- "I would like to personally, knowing more people I my community like myself that like to help, give back"
- "Meeting new people with similar interests as I"

This is how UCB helps me connect to resources

Interviewees consistently expressed their satisfaction with how UCB helps them connect with resources in and around their community. This information is essential for painting the user persona and hence been created as a new label.

- "Learn new things about new people in the Boston by hearing their experiences, new places and neighborhood events."
- "It lead me to a few organization that I did not know about that were helpful to the family."
- "We talked about how things are going and events we have been to"

UCB events help me to get back in touch with other UCB members

Interviewees attended UCB events to get back in touch with people they previously met during other UCB events. Hence we created this label. Examples of user experiences include,

- "So the conversations – it's nice to see the faces that you recognize. "
- "I recognize faces even though I do not remember names and then I go and say hello and the same"

How much Information I am willing to share

I want to keep my personal information private

We created this label because the users had varied levels of comfort with sharing their personal information with others. A few examples for this scenario are,

- "So it depends on what we are doing, how close you are. It would be more so that like 'talk once and stop'. It all depends on how close we are."
- " It should be more private"
- "I would show my name. Sometimes it's not right to ask one's age."

I don't mind sharing this information with other people in the UCB community

Though interviewees had varying levels of comfort with sharing information, they were okay with sharing certain amount of information, which we captured using this label. Some of them include

- "I am thinking if people are willing to kind of create a directory within the app, then we might remember such and such name, first name or last name but not, 'Oh I talked to this person at this thing. I did not grab their number', you know, to be able to go back and see and I can look up Chandra McKay and were able to contact that way."
- (sharing first name, last name, photo, age, neighborhood you live in) "All those sound fine".
- "I saw a friend and I did not know you are coming to the event. She said I did not know either."

2. Achievements through UCB

UCB helped with personal and learning goals

UCB helps me to grow and learn

Every interviewee had a different experience with how UCB helped them grow in life and learn new things to improve their social living. This label was created to summarize such experiences.

- "It lets me know what's going on. They let me know and keep you in touch with latest news update on what's going on like voting."
- "Yes, I am growing. So it's helping me, giving me more confidence to do things which I want to do..."

- "I am learning things and doing with other members do impact their lives."

I learned to use cellphone and computer

UCB provided their members a reason to get themselves accustomed to the latest technology and gadgetry. Here are a few examples

- "It gave me practice to use the computer and join the world, learning and just interacting with people."
- "I like it. I like using the app. I feel technological suave"

I have an impact on my community and family because of UCB

I find UCB events as a way to make impact on the community

This label was created to capture how UCB has helped its members make an impact on their families and their communities. Few examples,

- "I help my neighbors where I live at, the elderly people and where my building that I live in, is disabled and elderly and I am disabled because I have heart condition."
- "... the whole point is to raise a responsible citizen and whether you doing, what you are doing to impact, whether you are out, you know, being an activist, whether you are out to plant a garden or whether you are teaching to be a responsible member of the community..."

UCB gives me a chance to help my family and community

Interviewees explained how their association with UCB has helped them help their families and communities. This label was created to summarize those experiences.

- "I am helping several organizations, several people and things like that"
- "I do have an impact on my community by going into the app several times a day."
- "Since I am new, It's new to me. But being there and not letting people know that they are there by themselves."

What I feel about reward system

I don't care about rewards

Some of the UCB users don't really care about incentives to involve them in community events.

- "It's not so much about the rewards but it's a way that it helps me in learning and growing as a person and being able to work my way"

I find rewards important because they are helpful

Some UCB members care about rewards and they believe that this boosts their involvement in community.

- "UCB helps me, when I don't feel like going. I go because I have an incentive to be rewarded"

- "Rewards are important"
- I do that I get points for and there is a community grocery store in my neighborhood that their mission is focused on providing good quality food for lower prices to low income families."

3. App improvements

Things I would like to keep track of

I would like to keep a track of what I have done (events)

As improvements for the application, many interviewees wanted a way to keep track of the things and events they did and attended as one of the improvements. Here are a few of them.

- "Right now I don't know how to keep track of what I did."
- "It would be helpful if you get a printout or you could go and look and see."
- "History tab, as discussed before."

I want to see how my participation has impacted UCB/community

Few interviewees wanted also to know how their participation in UCB has helped impact the UCB community and also their own community. Here are a few examples of their requests.

- "Maybe at the end, maybe after 6 months or so, give me a printout of all the things I have done."
- "In a report that we can see how many hours were spent doing community, financial..."
- "If there is a way to quarterly give out what your impact was, this is when we averaged out your points in the areas that you contributed the most, these top 3 you spent 75% of your time, something like that."

Improvements I would like to see in the app

I want more accessible selfie button

Though most interviewees liked using the app as a whole, they had gripes about the selfie button in the check-in process. Here, in this label, we have summarized them together and below are a few examples.

- "Maybe the selfie button, so to have the option of accessing the button more quickly as opposed to maybe I am in a rush and I don't want to wait for the list to load of events for the day but I just want to quickly go in and check-in, so if there is a way to move the button to the top and then list loads after the button or I don't know, something like that"
- "Can you do, make, like take picture before (putting in other details)"
- "So many steps before taking the picture. It should be easy to navigate."

It will be nice to have some confirmation after you submit

Few interviewees did not like that the app doesn't give any visual feedback that their check-in process was a success (or a failure) and they wanted such a feature implemented. Few examples,

- "Sometimes you do, then you get it in our email saying 'everything is confirmed and it's okay' but it's cool."
- (summarized in other words) Giving prompt for missing important fields in check-in form.

App errors I find frustrating**It gets frustrating due to app errors and downtimes**

The interviewees expressly specified that the most frustrating thing about the current app is the because of various errors in the app's functioning and the app's downtime. In their own words,

- "Improvements that could be made are about the downtime, and the time."
- "I don't like the time; that you have to keep pushing that button, and it hurts your finger, especially for older people such as myself. It's aggravating and frustrating"
- "Sometimes it's down for like a day, and you have to remember what you did and all that stuff. So it's tedious in that way"
- "Sometimes it just doesn't work and things keep spinning around and around and doesn't go through"

The calendar sometimes goes beyond today's date

Some of the app errors that interviewees faced were not restricted to check-in process, but were also faced in the calendar provided in the app. For example,

- "The last night, I accessed the calendar. It went all the way to Monday... what happened to Sunday?"

4. Good parts in the current app**I like these features in the app**

Some really well implemented features in the system which users mentioned were the event display system, point tracking system and caching of the user details in the browser so that they don't need to login every time.

I like event display system

Users talked about the event display system was really helpful for them.

- "I like that they have list of events there"

I like the point tracking system

The reaction of the point tracking system where the history of the rewards was placed gave the rewarding feeling to the user which was noticeable. People tend to love the app when the information presented to them makes them happy.

- "The point tracking system, it feels rewarding."

I don't have to login every time on the app and that saved time

Though the interviewees liked most of the app, they had something specific to say about a few things that worked for them. We summarized all of those into separate labels, this one talking about how they didn't have to login every time.

- "Lately, I did not have to login, it's good."
- "Most of the events that I do are the selfie events. So, I login and it stays logged in. This saves time."

I feel good about current app

The feeling of users after using the app was the important part of feedback because the app has been used by all the people from different ages and their reactions after using the apps were based on their personal experiences.

I feel happy after the check-in process is completed

Since checking in is one of the most important aspects of the app, we inquired about how they felt after the check-in process and logged them under this label. For example,

- "Oh... I feel good after check-in. So I am getting more used to it."

I feel happy about the description provided about the event in the app

Some users seem happy about the description of events in the app and mentioned it while discussion about the good features of the app.

- "I like that we have a freedom to be able to see, that we can say this is the thing that we did and this is the description about it"

I feel good about the app

The general feeling of the people while accessing the app says a lot more about the complete user experience about the app which is captured below.

- "I like it, I like using the app. I feel technological suave."
- "It has helped me by recognizing what I do for the community."

I found that the app has improved over time

Some long term users were really happy about the app improvement which shows that they were keen on noticing the improvements and seemed happy about the changes.

- "Lately good, may a month or so ago, things were moving really slow with the app. But it improved a lot since then."
- "It also crashed a lot before, but they were aware of it"
- "I like that it is moving faster now, I like that I don't have to login every time. It's been incredibly timesaving"

5. UCB events

I want more information about the events

One thing which all the users mentioned in their interviews was that they needed more information for the events and this was a deciding factor for them. The information can be event's proximity, events interestingness, user's availability to match the time slot and points for the event's participation. Also their interaction and experience of the previous events which is similar to new one can help them to decide whether they should attend this event.

I attend events based on my interest.

Though there are many events that UCB hosts in their app, the events that interviewees attended had to match a few of their interests. We summarized a few of them in this label.

- "May be categories of knowing kind of different whether it is a financial thing or community thing, educational thing, helping the categories list"
- "So she's the one who takes the series of woman empowerment workshop that I find interesting"

I attend events based on location

The events that interviewees attended not only had to match their interests, but they also wanted them to be accessible from where they stayed. Few examples,

- "Because it lets me know what's going on in the neighborhood, so if I choose to go to those places, I find out resources"

I choose events based on...

User's criteria of choosing the events varies from user's interests in the events, user's availability for the event, event location to number of reward points they get after attending that event. So this was the critical part about knowing the user's decision model.

I want more details about each event

It's more beneficial to the users if they get the clear description of the event which is also a decision factor when it comes to choosing an event to attend.

- "...category, sections about the events. Speaker websites to know more about the events."
- "If I am searching for activities for kids 0-5, or if I am looking for something financial, if there is a way that I can setup some kind of just, for the lack of better vocab, like a Google search within the app"
- "There is a lot of information as far as the events go, but sometimes that is not complete. So there might be an event I am interested in, but I don't know whom to contact, or there might be an event that I want to go to but the time is not accurate and I have mentioned this before."

I want reminders for the events

The users said that they like getting reminded about any events that's coming up.

- "Keep me reminded about the events."

I want to know what happens around me

A lot of users said that they are interested in knowing they really are interested in attending the events nearby their neighborhood.

- "Need to check all the information about the events around me"
- "I would just say, make it available; the first thing, making the information available"
- "By posting the events, giving me the opportunity to see what's going on around me"

Events that I have attended

Every user is interested in the different kinds of events. Some people like to attend more for the educational purpose, some want to network, some want to do the good work for the community like spreading word out about voting. Each individual wishes to accomplish certain goals while attending events or just have fun. Knowing about the types of events helps us to build a better understand the users.

Events I have attended

- "...empowerment workshops..."
- "...the UCB game night..."
- "...leadership events..."

Activities I did at the event

Describing about the activities shows involvement and interest of the user hence we decided to focus on this.

- "We played BINGO, and the interaction was very good."
- "People won prizes, we laughed and talked."
- "We did social events and I volunteered with them as well."
- "We had a great time with people of all ages"