

# UCB - INTERVIEW REFLECTION

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The interviewee was a woman in her 50s. She was very enthusiastic and was open to share her experiences about getting in to UCB and how it has helped her to evolve. The interview began with a light chat which helped her to settle down and talk freely about anything.

She mentioned that some friends informed her about the UCB events which got her involved and the various types of empowerment and social events helped her to stick with UCB. Even being a fairly new member as part of UCB; she had a lot to talk about these events. Interviewee is a proud mother and talks a lot about her children. Her passion about learning new languages and helping the community and even willingness to go back to college to pursue her love of new languages was remarkable.

She likes to attend all kinds of events in her neighborhood. Interviewee generally gets the event updates via messages or the UCB app which has a calendar view for events. This notification feature to keep herself up to date about the events was very useful according to her. Sometimes there have been issues with the event information page that it goes ahead of time and skips some recent events. She seemed indifferent while talking about the reward system.

She recently got a new smartphone because of which she found difficult to work initially and also working with the UCB app was a bit challenging to her. Interviewee generally tried to look for the UCB app link in her history until she found out about the bookmarks in the browser. She found it a bit difficult to check-in because the button has really small print and also talked about the events which have photos where the UCB members are wearing the pin get some extra credit; but she overlooked it initially because of the small print.

Interviewee mentioned many times that she is new to UCB app and still learning to use it. Interviewee said she had asked the members and UCB team to get the account set up in the beginning. Most of the

times she was not sure about what to say i.e. when we asked if history information was available in the app she said that she is not really sure about that.

Interviewee was also constantly stressing about the check-in part on how difficult is to check-in first and take a picture. In this case user was having difficulty in check-in first and then take picture. This shows the process of making sure if user was actually present in the location was a lengthy process and we feel check-in process can be made simpler or easier if possible.

In particular the user was using mobile phone to access the UCB website and was also happy with the font text and the visibility of the components on the screen but she had to use her glasses to check the small text sometimes. To access the app, user has saved the website in the book marks. We felt that it would be great if we can create a Webapp Icon for the android and iPhone it would be really handy to any user to just click on the web app icon on the screen to access the application.

Also user specified that when she gets a reminder about the event as a message, the link is redirecting to UCB app. We feel that a message should be sent to event page not the UCB homepage. This would be simplified using link with a parameter of event ID.

As per user interview we understood that her highest priority is to learn and listening to the new speaker enlightens her world, credits and points were not really important to user. UCB app helped her to learn new things like learning computer and using mobile. We felt like she was more into learning, knowing new things. We can add category block on clicking on it events will be listed out about woman empowerment and knowledge activities.

User also specified more about speaker information and saying it would be great If she can know more about future events of the speaker. We felt like it would be great If UCB app shows more information about the speaker. When an event is created admin should be able to add speaker information and personal website of the speaker (If any). This would help users to know speaker information and future

events information. We can brainstorm on how the speaker info can be maintained and show to user in an easily accessible way.

Also we felt from the interview user was not having so many friend and she wanted to interact with more people. We felt she wanted to be surrounded by people. Also we wanted know if she was willing to make new friends through the app. We felt she did want to make friends which also let us to probe question about creating an app which allows users to contact each other. UCB app can developed by which intercommunication between members should be enabled.

Data (photo, place, name and age) user wanted show only some information to public and add some more information to her friends in the app. This drills down to the following:

Photo/neighborhood: → friends

Age: → User felt age was just a number and so she was not interested in showing age at all.

Name: → to public.

So we felt that UCB user profile information should be shown differently according how close the user to the other user is.

User specified about sending event updates to her phone so that she can remember what events are going nearby her. This will allow user to think about events happening around and encourage them to attend them. An automatic message can triggered to user phone number.

She was a really talkative person which helped us a lot while gathering the information we were looking for. We were able to fetch lot of information from the user and were able to interpret how the data provided can be used to make app easier and user friendly.