

DECO2014 Research Plan

Research Objective

To discover how the target audience experiences a music festival. To find any issues they face and improve the overall experience.

Research Questions

What genre of music do they enjoy? Why or what do they enjoy about music?
What do they spend their money on the most? How does money affect their decisions?
Do they prefer going out on their own or with others? And why?
What do they enjoy about going out?
How does timing and distance affect their decisions?
How do they navigate through an unfamiliar area?

Research Method

The sensitising process will focus on the target audience's Social Habits, to understand their behaviour, lifestyle, & how they interact with others.

We are aiming to make the exercises as simple as possible through the use of multiple choice style questions. Participants will be provided with a number of options and informed about whether they should select one or more options. This will vary between questions.

Moreover, we are utilising a drawing exercise to provide the participant with the freedom to express how they feel about their experience in a particular venue.

Furthermore, there will be a timeline exercise to provide participants with a space to showcase their individual journey to a venue. This would ensure that any pain points experienced throughout the journey are highlighted, providing an insight into what our concept can aim to improve.

Through these methods, we will be able to better understand the pain points the participants experience throughout certain parts of their lifestyle.

Sensitising Booklet Questions

1. The first question asks the participants to circle their favourite genres, then rank their top three genres according to which ones they listen to the most.

What do we want to learn from this question?

This question can give us an understanding of why the DEFQON music festival interests our participants. Additionally, allowing us to find any similar preferences in music among the participants, potentially providing further evidence for their association with the DEFQON festival.

2. The second question provides an insight into the spending habits of the participants in relation to 6 categories (clothing, food, electronics, accessories, outings, and other), specifically how much they tend to spend on particular items, such as clothes, food, electronics, etc. They are then asked to rank the 6 categories from most to least necessary.

What do we want to know from this question?

The data will allow us to see what the participants tend to spend money on, and specifically what they usually spend the most and least amount of money on. Moreover, we are interested to see which categories the participants consider to be the most and least necessary.

3. The third question is about which groups of people the participants spend the most time with when going out in different scenarios (movies, concerts, meals, shopping).

What do we want to know from the question?

This question will allow us to see which social groups participants spend the most time with. From this data, we gain an insight into which groups they would be more likely to go to the DEFQON music festival with.

4. The fourth question provides the user with an opportunity to illustrate and/or write about their best ever experience when going out.

What do we want to know from the question?

Understanding what aspects contributed to making a great experience for the participants will provide a good foundation for our future solution, as it will allow us to understand what elicits a positive user experience.

5. The last question entails the participant mapping out, along a timeline, the steps they would take to travel to an unfamiliar location (e.g. restaurant, beach). They are then asked to draw a happy or sad emoji next to the steps that were good and bad respectively.

What do we want to know from the question?

We will be able to understand what parts of the participant's journey are the least satisfying, which could provide an insight into what could be improved through our solution to create a more positive solution.

Context Mapping Session Questions

1. The first exercise requires participants to place activity icons above the timeline, and transport icons below the timeline. The timeline represents how frequently the participants engage in these activities and use particular modes of transport.

What do we want to know from the exercise?

This data will illustrate which activities and transport participants are more frequently involved with.

Icons placed above and below the timeline may or may not be linked to each other. Thus, we aim to probe for more information about whether there is a link, and if so, why there is a link between the most frequent activity and type of transport used.

2. The second exercise is about how much the participants spend on items at a music festival (food, clothes, accessories/merchandise, tickets). The icons of each item are placed on an axis, with the horizontal line representing how often they spend money on an item, and the vertical line representing how expensive an item is.

What do we want to know from the exercise?

We want to see what the participants spend the most money on at a music festival, and whether the cost of an item influences how often they spend on that item.

3. The third exercise is a timeline that allows the participant to express how they feel before, during and after their favourite songs. They will cut out words from the sheet provided or write down other words that can explain their feelings.

What do we want to know from the exercise?

This exercise allows us to understand why the participants enjoy attending music festivals such as DEFQON. Moreover, it provides an insight into how music influences individual participants.

4. The fourth exercise requires the participant to convey what music festival they recently attended, the longest waiting time they have been subjected to, and what their ideal waiting time would be in relation to music festivals.

What do we want to know from the exercise?

The data collected will allow us to understand how satisfied participants are about their queuing experience, and how long they would prefer to wait if they could choose a time.

5. The fifth exercise is about how participants feel about waiting in a queue. Using the sheets of images and words provided, the participants will paste whatever best describes how they feel at certain points of the waiting period. These

images and words are pasted along a timeline starting from the longest waiting time they have experienced to entering the festival.

What do we want to know from the exercise?

Understanding how and why participants felt while waiting will help us better understand what they disliked about the experience. This could be an avenue that we could address in our future solution.

6. The sixth exercise provides participants with an opportunity to illustrate and/or write about their worst experience at a music festival

What do we want to know from the exercise?

We would like to find out what factors contributed to making this the worst experience that the participant has experienced. By unveiling these factors, we could develop a better understanding of how we could improve the user experience at music festivals such as DEFQON.

7. In the last exercise, participants provide positive and negative points about their best and worst experiences.

What do we want to know from the exercise?

It would be interesting to note what factors participants thought contributed to a good experience, and which ones contributed to a poor experience. Moreover, we would like to see if there are any negative points about a participant's best experience, as this could allow us to attempt to make a good experience even better.

Research Set-up

Participants

Our chosen participants will include people who have attended DEFQON.1 before, in order to gain insight into what kind of people attend this event. There are a total of 7 participants, and the context-mapping sessions will be split into two; the first session will consist of 4 people and the second session will consist of 3 people.

Research Environment

Both interviews will be held in an environment quiet enough for all participants' voices to be recorded clearly.

Two audio recorders will be set up before the interview to document what is said and at least one group member will observe how participants react and behave through body language.

Water and finger food will be provided to allow the participants to be comfortable.

One group member will guide the interview, another will read through the sensitivity booklets and ask additional questions, whilst the others will observe the participants and/or write notes.

Preparation

Prior to a context-mapping session, participants will be provided with a sensitising booklet with various exercises to prompt them to think of various topics.

For each session, participants will pass their sensitising booklet to the team to analyse & ask further questions.

The context-mapping exercises, collages and icons for the exercises will be printed beforehand. The context-mapping exercises will be stapled together as a booklet whilst the collages and the icons will be handed out at the time of the exercises.

Basic stationery such as pens, pencils, scissors, glue, post-its, etc will need to be brought by at least two group members.

Two charged phones will be used to record audio of the session for creating transcripts afterwards, in case one phone's recording isn't clear enough or something happens with the recording.

Before the interviews begin, participants will be informed briefly the reason for the interviews and the how the interviews will be conducted.

Script

Questions in relations to sensitising booklet:

Why do you tend to spend time with this group more frequently in this scenario (E.g. movies)? (Circling Groups Exercise)

What is it about this part of the journey that makes it unpleasant? (Timeline Exercise)

Why do you tend to spend more money on this than the others?

What made this such a great experience? (Drawing exercise)

Collage Activity:

Why did you choose this image/these images?

Why does it make you feel this way?

Additional questions that could stem from previous exercises:

Can you think of a poor experience in a scenario (E.g. movies, concerts, etc.)? Tell us about it.

How do you feel about waiting in queues? Is it something that annoys you, or are you not really fussed?

Introductory Questions:

Ask for age and name

DURING THE CONTEXT-MAPPING SESSION:

After the first exercise: (5-10 minutes)

How does the mode of transportation affect the individual's desired activity?

Why do you prefer this mode of transportation?

After the second exercise: (5 - 10 minutes)

Why do you buy these items seldom/often?

Why are some things prioritised over others?

Why do you continually buy these items that is expensive so often?

After the third exercise: (10 - 15 minutes)

How come you feel this type of emotion during that stage of the song?

Does this apply to any of your top three genres?

After the fourth exercise: (20 - 30 minutes)

Why was this wait time bad?

Why did you feel this way?

Fifth exercise does not require any questions due to discussion from the previous question. (5 - 10 minutes)

After the sixth question: (20 minutes)

What made you feel like it was the worst experience?

Was there any way it could have been prevented?

Data Analysis

Each session will be recorded while at least 1 person will take note of any observations, whether it be the participant's behaviour (no eye contact, fidgeting, etc), how they speak (reluctant, nervous, etc), or what they say.

The group will discuss further after each session, to compile our observations, etc

Reflection

What went well?

Sessions:

Participants gave detailed answers to our questions, which meant that the session could move forward smoothly as most of our follow up questions were accounted for.

Discussion between the participants in between exercises provided additional information that allowed for the production of valuable insights about the topic in question

Analysis:

Everyone was able to sort the data from their individual transcript segments in a way that was easy to understand, which made sorting them into themes much easier than we initially imagined

What could have gone better?

Sessions:

The distribution of materials (i.e. context-mapping booklets, collage images, icons) during the first session was a bit disorganised

Analysis:

Materials were only distributed when they were needed for the exercise to not confuse the participants

SUMMARY:

The interviews conducted revealed that the majority of the participants selected driving as their preferred mode of transport.

Films and festivals were the most attended by the participants, however when attending a festival, the participants would travel via public transport or hire a bus.

Long queue times was a common issue where entering a festival could take up to 30 minutes to enter and purchasing merchandise or food caused issues as they were unorganised.

The long queue times derives from the thorough and strict security checks conducted before entering a festival and this caused participants to usually feel anxious since there have been cases of unjust actions occurring.

Long wait times have affected an experience due to missing out performances. These bad experiences at a festival could lead to the participants questioning if the money was worth the festival. E.g. a bad group that a participant attended a festival with made it a poor experience.

The most common issue that the participants faced was losing their friend at a festival.

The lack of reception caused a lot of trouble for the participants if they chose to leave their friends for the bathroom or to purchase food/merchandise. Navigation was difficult as there were large crowds.