

Assignment 7C

We choose a bluetooth Speaker that we use very regularly. The bluetooth speaker in consideration is very portable, as it is quite light weight, has really good battery back up and it has a surprisingly good audio quality for its size. Me and My roommates use it for a lot of things. One guy does Yoga most days and he uses the speaker for playing his meditation music. One other guy takes it to the bathroom to listen to it in shower and i sometime use to to put myself to sleep at night using pink noise or any relaxing music.

- a. I will choose the guy who uses the speaker for his Yoga practice as my focus group. The basic goals of improving the device for this circumstance is so that the yoga guy can enjoy his meditation or yoga practice in a more immersive experience.
- b. The Challenge that I will face during this assignment is that I will have to be present at the place and at the right time that he does Yoga. The person in consideration does not have a definite routine making it harder to determine when he will be using the device. To get the best results, I would like to observe him without him knowing, so that the we would get a benchmark of his current state of usage before we start more intrusive methods of information gathering like interviewing.
- c. After understanding the constraints, I would first start with a questionnaire. I would present him with a sheet of paper with some questions regarding the user experience and feel of the product. Then after a Day or two, I would ask interview him with another set of questions and with some of the same questions in the questionnaire to check if his responses are consistent. I would also be passively observing him when ever I know that he is using the device. By collecting these information at different places and different times using different techniques, I will be able to make use of the concept of triangulation.
- d. In this case a consent form is not required as the subject in consideration is using a device of my ownership, and would agree to help out in collecting the data required as a part of an academic exercise.
- e. The Data gathering techniques will involve of face-to-face interviews and questionnaires. The interview will be conducted face-to-face. It will have the following questions
 - i. How often do you use this Device.?
 - ii. How does the device help you to do your task that you use it for..?
 - iii. When was the last time you used it..?
 - iv. What is your favorite thing about this device..?
 - v. Is the Device aesthetically pleasing..?

Questions of the Questionnaire.

- i. Are you satisfied with the connectivity the speaker offers..?
- ii. Is it easy to use while you are doing yoga.?
- iii. What is your most favorite feature in the speaker..?
- iv. Is it easy to control the speaker with the control interface on it..?
- v. Are you satisfied with the Sound quality..?

f. When I limit the scope of the study I would reduce the number of questions so that I can maintain triangulation but get as much data as possible.

g. I did a pretty good job designing this research. I wouldn't change much of what I did for this except may be elaborate of the questions in the questionnaire and also collecting the data further apart using a more exciting and fun method. Also I might do an online questionnaire using google forms instead of a paper printed one.