Start with Observations:

Observations are facts. They are the "what" behind our research. They represent what you saw, what you heard, and what you observed during the research phase.

Answer the questions below:

What did you **see?**

We saw a space on market for an application/service which would help you plan your path in urban areas depending on your limit condition such as surface, time or frequency of traffic. We expected this could be useful especially for people with a disability, people doing sport which needs a special surface or just people who works to work of shop who want a change.

What did you learn in your interview and research process?

- Most people are mostly satisfied my currently availed application for their normal life.
- People could use a different approach with path finding in foreign cities.
- People with a disability do not have enough information around their surroundings to kame their movement easier
- People could use better surface based navigation for their sport track planning
- People in general do not want to be tracked
- The most common wearable device is mobile phone and the second smart is smart watch
- Most people in US we interviewed are using cars to go to work
- Most people in CZ we interview are using public transport to go to work
- 60% of interviewed people would participate in a small walking competitions with prices

What surprised you during your research?

- People are not seeking for new ways of transport for their daily needs
- People do not want to share their data to help other people for free
- People are overwhelmed with all the application around
- We saw an interest to combine city navigation with trip advising
- Steep incline can be a big problem for people with disabilities

BIGAPPS NYC 2017

2.21.2017

Behavior   Family

Community

Synthesis is about pattern recognition. We will cluster our research into patterns again and again as we make sense of our data.

PATTERNS

What has been consistent across your research (interviews, observations, secondary research, primary research)?

- We interviewed only people under age 35, because we identify them as most potential to use new applications and wear wearable devices for crowd mining
- They were from the US or the Czech Republic
- Everybody visits a place regularly every day in distance between 2 km and 10 km
- Nobody walks more than 8000 steps every day

What are the 3 commonalities you have learned about the user group you're researching?

- To get to a place of their work or school they are using the same path every day
- Majority thinks that current market offer is suffusion
- We should be focused at minorities

If you could synthesize the above questions into 5-6 "buckets," what would they be?

Start simple! It's OK to have a bucket that says "family" or "transportation". We'll get more specific later.

- Urban path finding
- A lot of concurrent services
- Minorities
- Path discovering
- Sport usage

USER PERSONA

Who is the user? Think about the user in the context of your research and the problem you are solving. This will help keep our solutions human-centered.

What did this user **say?** (user quote)

Hey bro, how can I get there? And I do not mean the shortest path, but what is the best path.

Memorable name:

_____

Timmy Jones

Draw the user

What does this user **think?**

Hey, it is nearly dinner time, but I have nothing to eat here. I googled position of the closes shop, but how to get there, I saw there is a lot of reconstruction after winter.

What does this user **do?**

Timmy is a computer scientist and recently move to the US because he got an offer which you cannot reject. Now he has a new flat, which can be a good home for him and his office is not so far. At the same moment Timmy is active and even with his disadvantage he plays sport.

What does this user **feel?**

Timmy is lost, he left his flat and moved the direction of the closest shop. Unfortunately, after a first turn he is facing and obstacle in form of pedestrian zone under reconstruction and he cannot cross this sandy part.

Motivations

Proved is a general mankind feature and it at may be uncomfortable for somebody to ask random people for a help. Timmy wants to be independent even though life is making it harder for him. What other people around him do not even notice can be a big problem for him.

Needs

To be independent on others help Timmy has to plan path he is taking to get where he wants to go and It may be challenging sometimes. He need to know where is destroyed pedestrian zones, where are stairs without support for people with handicap or where is steep incline.

Challenges

Timmy can face a lot of problems moving though city, there are some which are permanent and do not change over time, but since city is kind of living organism on its own, its street may be changing over time as well conditions for movement of people with disabilities. Timmy will need daily updated news about how it looks in his neighborhood and on his regular paths, so it cannot happen, he reaches a crossroad we passed yesterday, but he cannot today, so he has to go back and try to find a new path and missing an important call in his office.

What is an insight?

An insight reveals the **"why"** or the underlying user need.

An insight is a statement about people's **behavior, values** and **mental models** that highlights needs or areas to be improved.

Tips

An insight represents an **unmet need:** It points to an area that needs improvement.

Reveals an "Aha": Once you state it, it **clarifies** and simplifies your research.

Is **Not** a Solution: While it inspires many ideas, it doesn't point to a single one.

Greg **needs** a planner for his roller-skate trips **because** he likes taking new tracks, but not every route is suitable for roller skaters

Insight: There is not sufficient support for different sport track planning

Quote or Story that informs insight: Greg put his roller skates on and since did not have a plan, his just the road in general direction. He was skating in a long street with no sideways and unfortunately after couple hundreds of meters the surface changed from asphalt to paved road. There was no way to go around do he had to head back and find a different way.

Martin **needs** information about his neighborhood **because** he is handicapped and sometimes struggles to move around with his wheelchair

Insight: People with disabilities could use more intel about possible obstacles for them.

Quote or Story that informs insight: Martin wanted to go to a shop for some supplies, but the pedestrian zone on the shortest path was under reconstruction, so he had to go around three block. Later he admitted he would rather to skip this and had just pasta with ketchup and buy supplies the other day.

Tomas **would like to be** rewarded for walking because heard about imaginary you can gain when you are walking.

Insight: People would walk more if they t=know they can get something in reward.

Quote or Story that informs insight: Martin saw an ad which promised to get king of bitcoins for walked kilometers. At the moment, he did not trust it, but he is still thinking about it.