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Leon Shen

Project Milestone 2

- The primary users of our product will be people from the ages of 15+. In order to receive meaningful feedback, it is important that we interview or receive feedback from college students and people of the working class.
- Questions that we have about our stakeholders are: (Need 4-6)
  - Are they familiar with devices that help them to control other devices?
  - Do they have problems managing different electronics devices in their daily life?
  - Do they currently wear any electronic devices on a daily basis?
  - Would they care too much about the aesthetic aspect of the ring?
  - Is there a need for them to wear the ring on a daily basis?
- Recruit Participants:
  - In order to recruit participants, we will send out a mass email to CU Boulder students -Yvonne
  - Go to popular student gathering areas and request them to answer a few quick questions -Lucas
  - Go on Amazon Mechanical Turk and pay for accurate survey reviews -Leon
  - Survey classmates from different classes and majors -Wesley
  - Distribute survey requests on social media platforms like Facebook and Instagram -Yvonne
- Methods (all four of us will be present)
  - Online QUALTRICS survey with majority multiple choice answers and a few written responses because written responses take more time of the surveyors time (12-15 people).
  - Interviews with people using the interview script we have come up with down below (3-5)
  - Focus group (3-5 people) for after the product is developed for them to discuss and give feedback on the product

Sample Email / Social Media Post (For Survey): (Yvonne)
Hey {name}!

I hope you are having a great semester. We are reaching out to you because we need your assistance and feedback! If you have the time please fill out this form surv.ey/3EF98ZX we would really appreciate it!

Sincerely,
The Ring Team

Interview Script:

1) What type of smart devices do you own?
2) How often do you use them?
3) What features do you use most on your smart devices?
4) What does your smart device not do that you wish it could?
5) What are some of your favorite streaming services?
6) Do you already own any electronic device that helps you to control other devices?
   a) If so, which are they?
7) How much, on average, do you pay for products that allow you to remotely control your smart devices (such as Apple Watch or remote sprinkler/lamp control)?
8) Can you demonstrate for me how you would respond to a text message if your phone was upstairs and you were here? (See if they have a smartwatch or some other gadget)
9) Talk about devices that assist you in your daily activities.
10) Would you prefer wearable devices or devices you can carry on you?
    a) Why do you prefer … over ...?