

Apple iPhone 11 Junior

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Step 1: Prepare for the interview session

Set a clear goal:

Questions:

- Why am I conducting this interview?
- What are my expected out come from this interview?

Result:

I want to conduct this interview to gather some feedback on it to help me in making decisions on future versions and offer better support for iPhone11 Junior.

Select interview method:

Interviews will be conducted in-person to provided much more behavioral data than remote ones.

Recruiting participants:

Check the target persona to know the right users to interview:

- What gender do the user identify as?
- What age are they?
- Are they a saver or a spender?

Step 2: Prepare a discussion guide

User intro questions:

- What does your typical day look like?
- If they are high school student, ask: In what grade are you? When will you graduate? In what school do you study?
- If they are university student, ask: What is your majo? When will you graduate? In what school do you study?
- If they are employee, ask: what type of employment, and for how long?
- Can you tell me about your hobbies?
- What are some of the apps and websites you use on a regular basic?

Product specific questions:

- What is the most recent liked feature in your phone?
- What is the most recent disliked feature in your phone?
- What is feature you can't live without on your phone?
- What is the average price you pay for a new phone?
- What is the average number of years until paying a new phone?
- Why would you buy a new phone?
- What are the expected features in a new phone within your price range?
- Have you heard about iPhone before?
- Have you used an iPhone before?
- Have you heard about iPhone 11 Junior?
 - If yes, did you buy it or anyone you know bought it?
 - If you bought it:
 - If yes, would you consider recommending it?

- If yes, what is the most liked feature in iPhone Junior?
- If yes, what is the most disliked feature in iPhone Junior?
- If no, why not?
- If no, what would you like to change or have in the upcoming versions?

Create a team:

- Each user interview will be conducted with two UX researchers and one interviewee.
- The first UX researcher asks questions and guides the interviewee through the interview.
- The Second UX researcher takes notes.
- The interviewee answers the questions and ask for clarifications when something is not clear.

Record the session:

- Record the session in video or audio format.
- Recording should only be done with the permission from the interviewee.

Results of user 1

User 1 is a saver, who does not change his phone for 5, 6 years. He is a student in college, who doesn't have the luxury of buy a new phone each year. He loves to have all of the college related files on his phone and hate when the phone memory is full but gladly, he buys an external memory to expand phone storage. He didn't know about the iPhone 11 Junior, but he owns a Samsung galaxy s4. He appreciates a phone that get the job done. As of his lifestyle he would like to have a phone that can creates documents, pdfs, presentations, connect to the internet and have a decedent amount of memory because of all the college files he need to have on his phone. He would love to have a phone with all of the features he wants within his budget of 6,000 EGP.

Results of user 2

User 2 is a saver, parent of 3 kids and works as a doctor. He doesn't change his phone unless it gets broken and can't be fixed. He would love to own a phone which does the basic features of every day normal life. He doesn't like social media nor use the internet a lot. His budget for a new phone is not that low as he doesn't change phones often, it is within 10,000 EGP to 15,000 EGP. He owns iPhone 6 right now and yes; he would recommend the brand for people buying new phones. He hates overpriced phones as he doesn't use all of its features. He would love to own a phone which lives long without breaking and within his price range.

Conclusion

Yes, iPhone 11 Junior has his own market share of people wanting to own a phone that lives, low price and with descend amount of memory storage. My recommendation is in future versions of the iPhone Junior, the memory storage increase with the same price range of the phone today as it is affordable and gets the job done. And yes apple should launch again Junior series with iPhone 12.