

User research

Group 10



Understanding the user

- Who they are (profile)
- What / When they do (context)
- What are the distance(context)
- Why they choose it (motivation, needs)
- How they choose it (experience)
- What they like or dislike (frustrations)

Motivation Expectation Goal Need



Map of population

Why European Union?

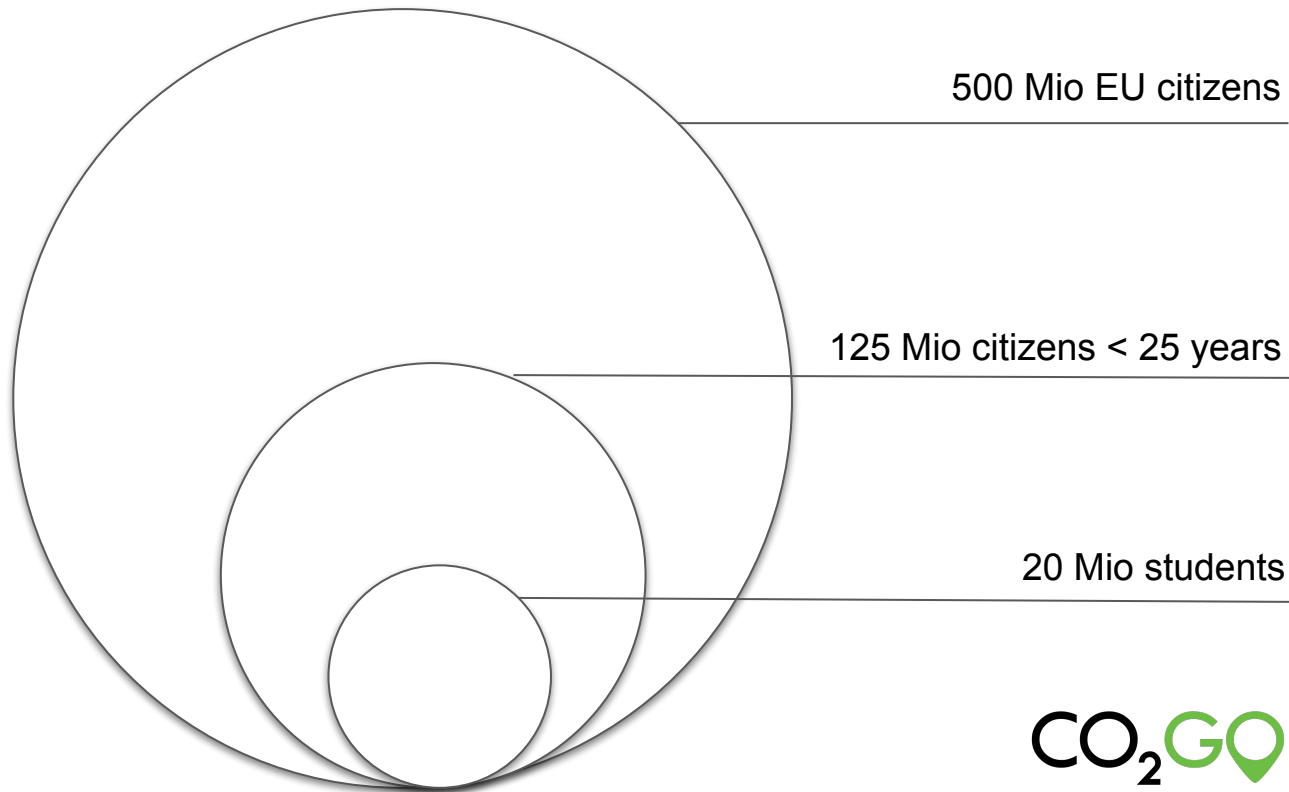
- Shared values amongst people

Why young people?

- Environmental conscious (FFF movement)
- Technical affinity

Why students?

- Good starting point (easy to access user group)



Questionnaire: introduction

Questionnaire CO2GO

We are students from Tecnico and are performing this user research for the course User Centered Design.

Our transportation app CO2GO will give the best way of public transport options based on your preference of saving CO2 emission or on getting to your destination faster. We ask you to fill in the following questionnaire so we can design our app so it best fulfills the users needs.

The questionnaire consists of 8-10 questions and takes around 5 minutes.

All answers will be stored anonymously and will be used for educational purposes only.

Thank you for participating in this questionnaire,
Team CO2GO



Questionnaire: sketching basic profile

What is your gender? *

- ☐ Female
- ☐ Male
- ☐ Other/prefer not to say

What is your age range? *

- ☐ <18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-50
- ☐ 51-65
- ☐ >65

What is your occupation? *

- ☐ Student
- ☐ Working
- ☐ Tourist
- ☐ Retired
- ☐ School pupil
- ☐ In between jobs

Questionnaire: daily transportation

Which modes of transportation do you use on a day-to-day basis? *

- ☐ Walking
- ☐ Electric steps
- ☐ Train
- ☐ Car (including taxi, car sharing)
- ☐ Bicycle
- ☐ Subway
- ☐ Bus
- ☐ Ferry

If applicable, how long does it take for you to get to work/school every day?

- ☐ <5 min.
- ☐ 5-15 min.
- ☐ 16-30 min.
- ☐ 31-45 min.
- ☐ 46-60 min.
- ☐ >60 min.

Questionnaire: preferences

Would you be willing to choose an alternative/slower route if less CO2 would be emitted than during your current route? *

☒ Yes

☐ No

☐ Maybe

How much time would you be willing to add to your route in order to save CO2? *

☐ <5 min.

☐ 5-10 min.

☐ 11-20 min.

☐ 21-30 min.

☐ >30 min.

Would you like the app to provide tips on how to contribute to saving the environment besides choosing an alternative mode of transportation? *

☐ Yes

☐ No

☐ Maybe



Questionnaire: preferences

Would you be willing to choose an alternative/slower route if less CO2 would be emitted than during your current route? *

☐ Yes

☒ No

☐ Maybe

Would you choose a more environment-friendly but slower route if you would be rewarded discounts at stores/café's? *

☐ Yes

☐ No

☐ Maybe

Would you choose more environment-friendly but slower route if you can challenge your friends to see who emits the least CO2?

*

☐ Yes

☐ No

☐ Maybe



Think Aloud Experiment

- Ask Users to find the amount of CO₂ emitted from their last commute
 - Few Users
 - Public transport/Private vehicle commuters
 - Open Experiment
 - Let users figure it out
 - No Suggestions
 - Questions about the experiment
 - How difficult, Were you aware of the amount for each mean of transportation, ...

Data may be difficult to find and calculate for multiple means of transportation

User feedback will help design app and tasks

Analyzing the user data

- Quantitative data from survey
 - Major patterns and common themes
 - Outliers
- Qualitative data from think-aloud
 - Systematically organize collected data
 - Sift through raw data to find significant patterns and themes
- Define user needs and expectations