RESEARCH PROTOCOL REMINDER X

Project Stakeholder: Reminder X
Moderator: Daniela Diez
Study Dates: October 31st, 2021

Research Goals

The goals of this user research are to:

• Gather data to create more useful features for our reminder app.
• Identify the users' needs and wants.
• Make an app that stands up among other reminder apps to add more value to Reminder X.

Research Method

To accomplish this, I will initially interview four users that are between 18-41 years old, that live in San Francisco, CA. All the interviewees have full time jobs and busy lives. They are economically independent, and they have middle class income.

The session will take anywhere from 5-15 minutes total. Voice audio will be recorded. Three participants will be interviewed over the phone and one in-person.

Session Summary

Introduction
Consent form
Easing into discussion
Introduce product concept
Open questions
Wrap up

Moderator's Guide Template

Introduction	Thank you for participating in this research project and agreeing to provide me with your feedback. My name is Daniela Diez and I'm a UX researcher for Reminder X.

Consent form	Read the consent form listed after the "Notes and Observations" section.
Easing into discussion	• How do you remind yourself of your activities and important events? • Do you have a specific method or way to do it? • (If the answer is writing on paper or boards): Would you use an app where you can write down all your activities or would you still use paper? • (If the answer is making digital notes and the interviewee didn't specify which app they used in the first question): What app do you use? Would you like to make any changes or add more features to this app?
Introduce product concept	• Now I'd like to describe a mobile app that we're working on to you. It's a combination to-do list and reminder app. Today it does the basics – it allows you to create a list of to-do items, and set up reminders for these items. There are many apps for iOS and Android like our app, and we're looking to identify people's wants and needs so we can improve and differentiate our app.
Open questions	• What are your first thoughts about what I've just described? • What problem would the app need to solve for you in order for you to use it? • Which features would you like an ideal app to have? If an app has all those features, would you pay for a premium membership, or would you only stay on the free trial? • Have you used, or are you currently using, any reminder apps? Please specify which ones. • Would it be helpful for you to have a reminder app linked to your calendars? Please explain why, or why not. • Would it be important for you to have a reminder app linked to your phone contact list to better streamline the

	accessibility of contact information? Please explain why, or why not.
	• Would you have a reminder app linked to your social media accounts so they can remind you of your special events? Please explain why, or why not.
	• Besides your phone, what other devices would you like the app to be accessible to?
Wrap up	Thank you very much for your time and participation in this research study. That'll be all.

Recorder Links

https://video.kent.edu/media/Interview+1.m4a/1_oph9qvz1

https://video.kent.edu/media/Interview+2.m4a/1_0j4m7mct

https://video.kent.edu/media/Interview+3.m4a/1_lxmyehun

https://video.kent.edu/media/Interview+4.m4a/1_adg87913

Notes and Observations

The first interviewee mentioned several times that she would like the use of attachments in the app. I've never heard this suggestion before while using and searching for reminder apps, it was pretty refreshing to hear such an interesting idea. She also mentioned a few times the importance of having several alarms in the app for her reminders because she tends to forget the activities on her calendar.

The second interviewee used digital tools and he also writes them on a white board. It was also interesting when he mentioned to have SIRI linked to our reminder app. He thinks that linking the app to social media depending on what you do, or if you have a business account, and the app being accessible for iWatches was something I hadn't thought about until he said it.

The third interviewee mentioned that it was very important for her to be able to go back to check and organize her reminders. She'd like to be able to use stickers and have a check off list with bubbles where she can check off the tasks that are important for her. She needs to have an app that can keep her up to date.

The suggestions for the fourth interviewee were very interesting because she thought about how to use the app for her personal use and for work. She also said that wants an app that can do the work for her, with easy access, alarms and labels with different colors depending on her

priorities. She said that having the app linked to Alexa would be important. She gave me pretty good ideas on how to create a useful app for business and personal use.

CONSENT FORM

RESEARCH PROTOCOL REMINDER X
October 31st, 2021

Introduction

I'm going to be asking you a series of questions that have to do with our reminder mobile app. The overall purpose of this study is to gather data to identify users' needs and wants and how to improve their experience while using reminder apps.

Before we begin, I just have a few things to go over:

- **Taking notes and recording.** I will be taking notes periodically to help me remember things that you say during the interview. As I am reading the consent form, I'll also be recording the session simply so that I can go back and listen to the recording if I don't catch something in my notes or if I need clarification.

- **No right/wrong answers.** There are no right or wrong answers, I want you to tell me your opinion and what you really think during this interview.

- **I'm not evaluating you.** I'm not here to evaluate you. I want to learn how a reminder app and to-do list works for you so I can support you with your tasks. Feel free to comment about anything during the interview.

- **Your information will be kept confidential.** The information you provide will be kept confidential, your name won't be associated with the information, and nothing that you say will be shared outside of this research project.

If at any time you need to stop or take a break, let me know.

Any questions before we begin?