HEALTH PAL

Surveys and Interviews

RESEARCH + DESIGN
RILEY PELOSI

SURVEY'S
+
INTERVIEWS

PLAN + RESULTS

Goals for Survey and Interviews

The purpose of this document is to analyze the results of user surveys and interviews conducted for the Expert app.

Survey Tool

Google Survey's

https://surveys.google.com/reporting/survey?survey=engysydiw2igayejnksacnbcga

Timeframe

The survey took 3 days to run. The moderated qualitative interviews took 5 days to schedule and conduct.

Goals for Survey and Interviews

1. To understand what types of experts users are seeking the most.

2. To find out what methods were used to find the expert a user was looking for.

3. To understand if user felt their needs were or were not met when working with a expert.

4. To find out what method or device a user would like to use to receive an experts advice.

5. When submitting a question, to find out if time is more important with receiving a response, receiving a few expert matches to choose from, or if the user would like to search for an expert themselves.

6. To gather insight as to what types of core features users might be interested in for my product.

7. To understand how a user would like to pay for an experts time.

Goals for Experts

1. To find out if experts were able to help fulfill the users needs and how.

2. To understand how experts would like to be compensated for their time.

3. To understand how experts price their services.

4. To understand what type of platforms or methods experts like to use to provide advice.

5. To understand how best to share expert qualifications or portfolio.

6. To understand what experts average respond time would be for the service they are providing.

7. To gain insight as to any negative experience's when dealing with customers and how the experts resolved the situation.

Interview Script

Hi, _____. My name is Riley, and I'm going to be walking you through this session today. We're conducting interviews to better understand how people go through the process of finding an expert to help them with their professional or day to day needs. The session should take 30 minutes.

The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let's get started.

Moderated Interview Questions

- What do you do for a living?

- Can you tell me about your hobbies?

- What does your typical weekday look like?

- When do you normally first use the Internet in a day?

- What products/apps/services do you use on a regular basis?

- When searching for an expert where do you initially go to find one?

- What type of expert do you tend to need in your daily life the most?

- When browsing through many experts providing the same service, how do you go about choosing an expert to contact?

- Have you used the web or phone apps to find an expert to help you? If so, which ones?

- Are an experts qualifications, ratings, and customer reviews important to you?

- In what method do you prefer to receive an experts advice? Voice Call, Video Call, Video Recorded Answer, Instant Messaging or Email.

- Tell me about the last time you tried to receive advice from an expert using the web or your phone. Did the expert fulfill your needs? Please explain.

- What is the biggest pain point related to interacting with an expert?

- What might keep people from using a expert to help them with their needs?

- What do you consider as a negative experience when receiving advice from and expert?

What I learned

- Build quantitative survey's, not qualitative.

- When writing survey questions, work backwards. Once I've set my objectives, determine the data I will need to gather in my survey.

- If my survey is short and sweet, there's a greater chance that more respondents will complete it.

- Save qualitative questions for user interviews.

- Health and wellness, business and home improvement are the most needed categories for users seeking expert advice.

- Most people find an expert through personal network of work colleagues, friends and family referrals.

- People would rather search for a professional on their own than be matched with an expert.

- People would rather receive an experts advice through phone or video call than any other form.

Survey

When creating my survey for Expert, I had to revise a few times. My first survey was too qualitative, asking too many open ended questions, this led to users dropping off and they were unable to complete the form. My second survey was less qualitative and more quantitative, but still too long. My third survey I had more success with and received some great feedback. I shortened the survey down to 5mins and asked only 5 questions. I was really surprised with my results and this gave me great insight as to how to tailor my app to my users interests and needs. I'll be interpreting more of this data in the next exercise.

Interviews

My moderated user research interviews were more challenging to organize. I needed to find the right candidates and coordinate with their schedules, this took longer than anticipated. While waiting for potential candidates to respond to my inquiry, I went to hellopingpong.com and I almost considered using their user base, but did not want to pay $80 per interview. I decided to hold off and try to select people who I knew that fit the criteria and who would be open to do the interview for free. Thankfully, with time, I was able to conduct 3 interviews and the interviews went well. I kept the interviews short down to 30 minutes and gained more insight as to how I might consider building my product. Without these interviews I would be designing my product blindly not solving the true problem of what users actually need. My assumption and idea's of what users need before my survey and interviews, was opposite of what users actually need. This changes my perspective completely and I am learning not to assume anything when it comes to design. Best to research and test always.

USER RESEARCH ANALYSIS

ORGANIZE DATA

Organize Data

The purpose of this document is to provide my research analysis findings and to synthesize the data collected from my survey and user interviews. To provide an affinity map showcasing data grouped based on identified themes, and a list of insights supported by relevant examples and presented in a logical, visually engaging way.

Survey Tool

Google Survey's

https://surveys.google.com/reporting/survey?survey=engysydiw2igayejnksacnbcga

Timeframe

Estimated Task Time: 7 Hours.

My affinity map overview

1. I started sorting through the data I collected by writing down my research goals for expert.

2. Documenting my quantitative survey results.

3. Connecting patterns between my survey results and interviews results.

4. Documenting each interview question and answer and printing results for reference.

5. Pulling out verbatim quotes.

6. Thinking of tasks which will inform my wireframes.
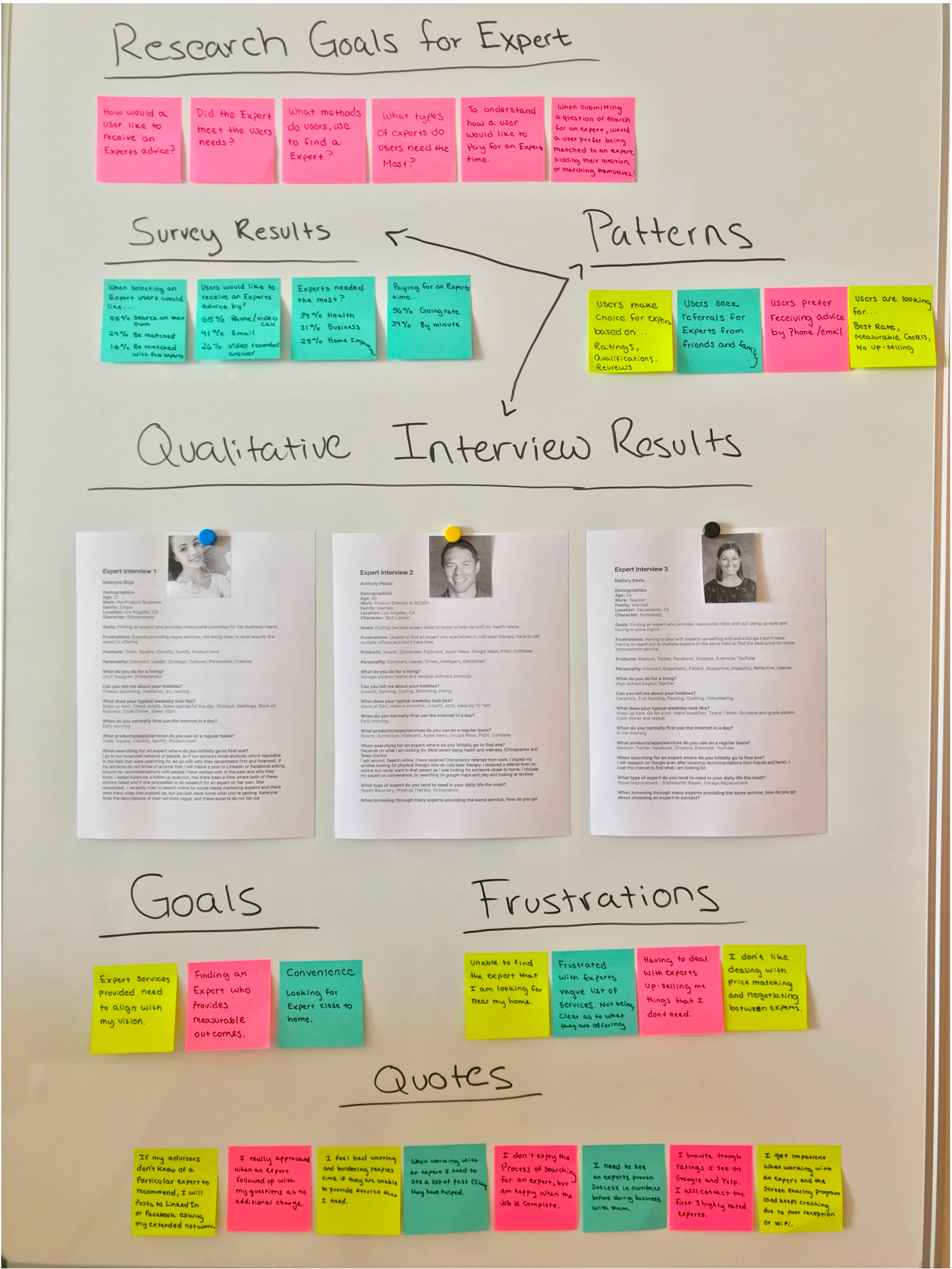
Affinity Map

Searching for Expert

- Experts languages spoken are important for me to know.
- I only want to see experts/doctors who are in my network.
- Experts credentials are important to me.
- Need an expert that is close to home or work.
- Experts gender is important to me.
- Ratings Reviews and Location of an Expert are important to me.
- I browse trough ratings I see on Google and Yelp. I will contact the first 3 highly rated experts.
- Need an Expert that takes my insurance.
- Can you integrate Yelp and google reviews? (LinkedIn Reviews?)
- I need to see an experts proven Success in numbers before doing business with them.
- When working with an expert I need to see a list of past Clients they have helped.
- If my advisors don't know of a particular expert to recommend, I will Posto to LinkedIn or Facebook asking my extended network
- I use my extended network of friends and family to find an expert.
- Need to vet your Experts. Experts Should go through application process.

Expert Appointments

- As an Expert I need to recieve new patient form, insurance card, and 24hr notice before appointments can be made.
- I'd like to book an appointment with a medical expert for my Child.
- I'd like to be Able to write a review after my expert appointment.
- I would like to be able to add my appointment to my google Calender
- I want to see appointment times available.
- I hate booking appointments on the phone.
- As an Expert, if I need to cancel an appoitment I would like to inform my patient why.
- Notify user when expert has confirmed an appointment
- I want to book Expert appointments using my Phone.
- I want to remain anonymas when working with my expert.

Consultation

- I'd like to do a Consultation with my expert from the conveniece of my home
- As an Expert Id like to be able to video Chat with my Patient for Consultation and some treatments.
- Why do you need an expert Consultation?
- Can I combine a Consultation and Experts help all in the same day to get faster results?
- I would like for Consutation process to move faster or be Skipped.

Rewards

- I'd like to hire an expert for Personal health goals.
- I want to be rewarded for my progress while working with an expert.
- I really appreciate when an expert followed up with my questions at no additional charge.
- I'd like to be Surrounded by a Community of people working on the same goal as me.

Frustration

- I get impatient when working with an expert and the Screen Sharing Program Used keeps crashing due to poor reception or WiFi.
- Frustrated with Experts vague list of services. Not being Clear as to what they are offering.
- I don't like dealing with price matching and negotiating between experts.
- I don't enjoy the Process of Searching for an expert, but am happy when the Job is Complete.
- I feel bad wasting and burdening peoples time if they are unable to provide service that I need.
- Having to deal with experts Up-selling me things that I don't need.
- Unable to find the expert that I am looking for near my home.

Expert Frustration

- As an Expert I dislike when my client does not arrive on time.
- As an Export I Can't treat or help someone who does not follow my advice.
- As a medical expert I get frustrated when a Patient diagnoses their own medical problem and tell the doctor how to treat it.

Findings

Users appreciate when experts follow up with their extended question after service has been provided for no additional charge.

Users don't want to deal with the nuances of price matching in order to find best rate.

Often times users seek referrals for experts through work colleagues, friends or family.

Insights

Users would like to receive an experts advice by phone or email.

Having a virtual consultation between expert and user will speed up the process for receiving help.

Providing expert ratings, qualifications, reviews, price, location and measurable goals are what users are looking for when making final decision on working with an Expert.

Use LinkedIn for expert verification and facebook for social network referrals. Need to think more about infrastructure here and sink up with product manager for advice.

How can I incorporate google and yelp ratings in the app? How can I validate ratings of an Expert?

What I learned

When starting out my research project for Expert I needed to narrow my focus from touching all expert categories, such as Business / Home Improvement / Creative / Health to focusing on one particular category and doing it well. A category such as health and wellness. Figuring this out before my survey and user interviews would have helped me screen users who mostly utilize health and wellness experts.

Since I went about my research covering all expert categories, I now ask myself how can I combine my research in Business, Health, and Home Improvement into a more narrow focus which will be a health and wellness product?

My competitive analysis does not match up anymore since changing the idea of the app to a Health and Wellness Expert App. I can still use bits and pieces of my competitive analysis, but still these companies will no longer be my competitors anymore.