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# Wunderlust

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Gabe, Kat, Leigh, Odette

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# The Problem

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- We have short bursts of downtime everyday that may be wasted
- Can we salvage this time for something that is productive, painless, interesting, and fun?
  - Learn about: Samurais? Renaissance Fashion? The Hindenburg? Escargot?



# Contextual Inquiry Procedure

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- Wanted a group of diverse participants
  - Asked them to show and describe tasks they occupy themselves with when they have short amounts of free time (e.g. waiting in line)
    - Applied Master-Apprentice method
  - Asked about improvements they would like to see in current apps (content & interface)
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# Contextual Inquiry - S.S.

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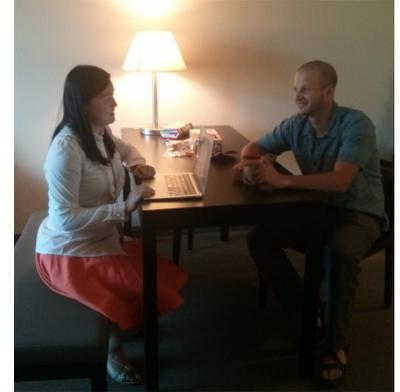
- Political Science professor
- Chosen due to his need use all time efficiently and productively due to job
- Kat recruited S.S. and interviewed him in an office
- Scans for emails, checks news on 4 different news sites
- Looks out for hot topics



# Contextual Inquiry - O.K.

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- Grad student in mid 20s, ex-Hedge Fund employee
- Chosen for knowledge of tech industry and general interest in mobile applications
- Recruited by Gabe and was interviewed in dorm
- Follows blogs on technology news using blog aggregator app NewsBlur
- Will browse blogs until time runs out or when content no longer seems interesting



# Contextual Inquiry - S.

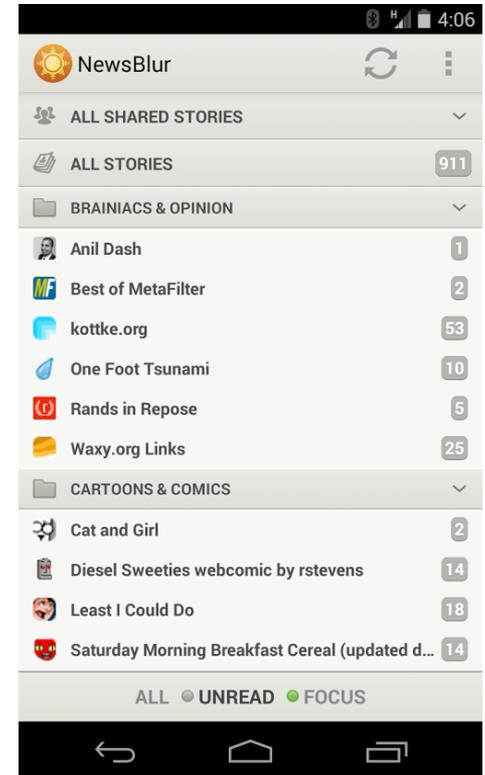
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- Backend software engineer in early 30s
- Chosen for job in tech industry
- Leigh recruited and interviewed her on the plane
- Spare time when walking dog, waiting in lines, or walking to car
- Chats on Whatsapp, scan the news, or window shopping online
- Checks news because likes learning new information



# Contextual Inquiry Results

- People like browsing the news
- Simplicity in content and interface
- Direct, private communication
- History or saving not fully utilized
- Look at related information



# Task Analysis Results

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1. Who is going to use the system?
  - a. Smartphone users who go everywhere with their phones
2. What tasks do they now perform?
  - a. Browse information, typically news
  - b. Communicate with others on the smartphone
3. What tasks are desired?
  - a. They like what they do
4. How are the tasks learned?
  - a. Translation from non-phone function



iOS

# Task Analysis Results

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5. Where are the tasks performed?
    - a. Everywhere
  6. What's the relationship between customer and data?
    - a. Customer wants to browse content, which they typically do not generate
  7. What other tools does the customer have?
    - a. Many other apps, but not much outside the phone if s/he was not prepared
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# Task Analysis Results

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8. How do users communicate with each other
  - a. Usually an individual activity, but sometimes email or instant messaging
9. How often are the tasks performed
  - a. 2 to 3 times a day
10. What are the time constraints on the tasks
  - a. Usually expect less than 10 minutes
11. What happens when things go wrong
  - a. Think about things or wait it out



# Representative Tasks

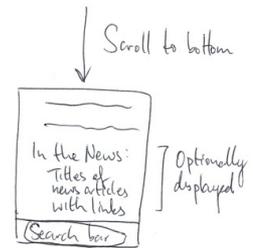
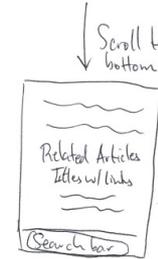
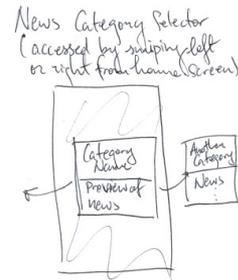
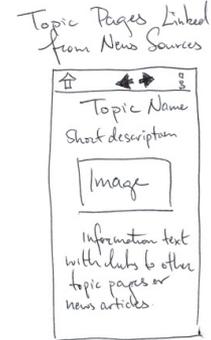
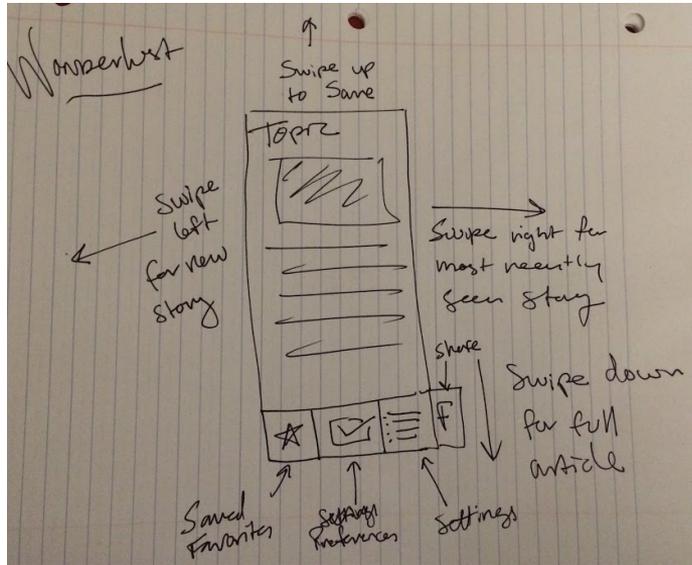
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1. Browse information, mainly news
2. Search for information (news or existing knowledge) relating or relevant to news
3. Save interesting articles or viewed pages



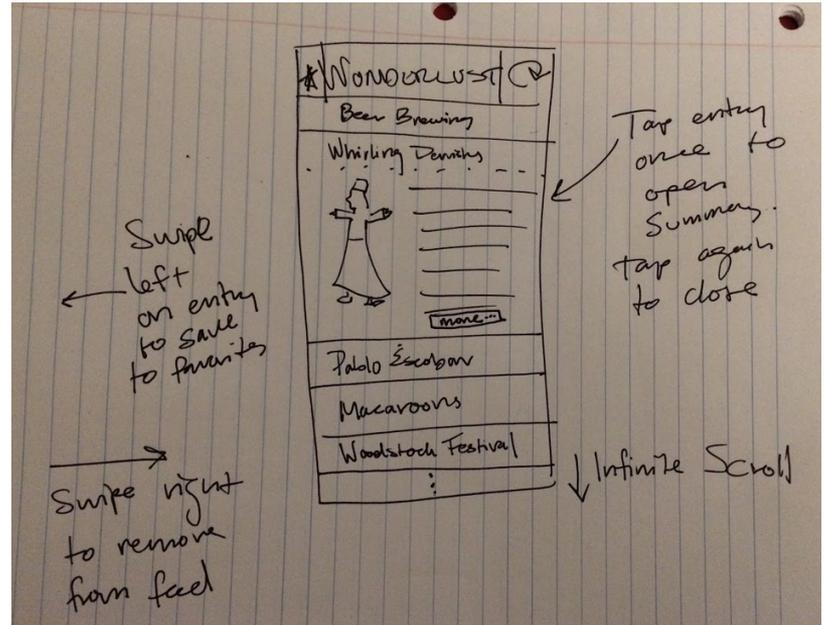
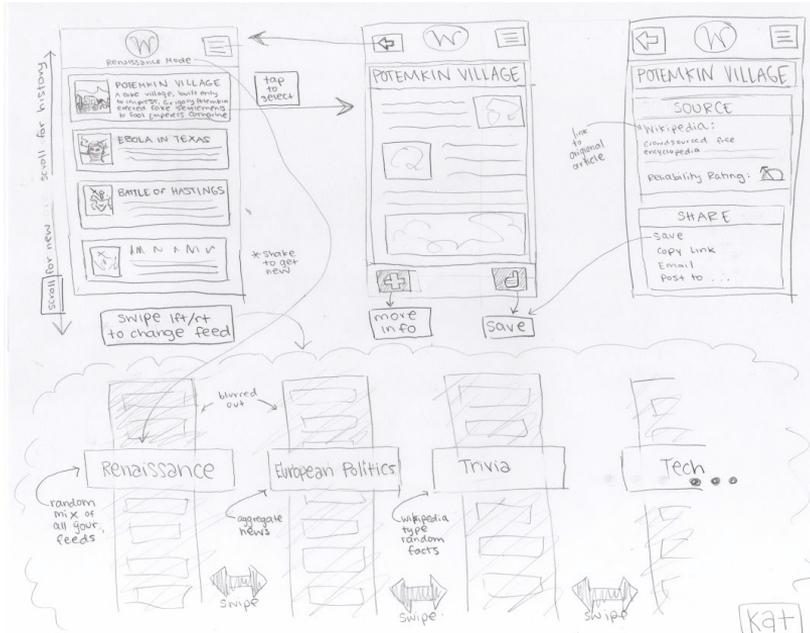
# Application Ideas

## Full Page Items



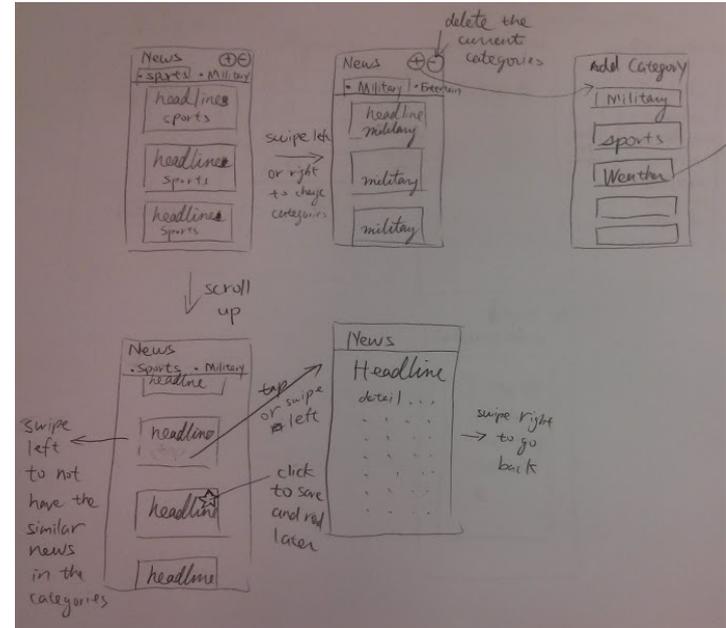
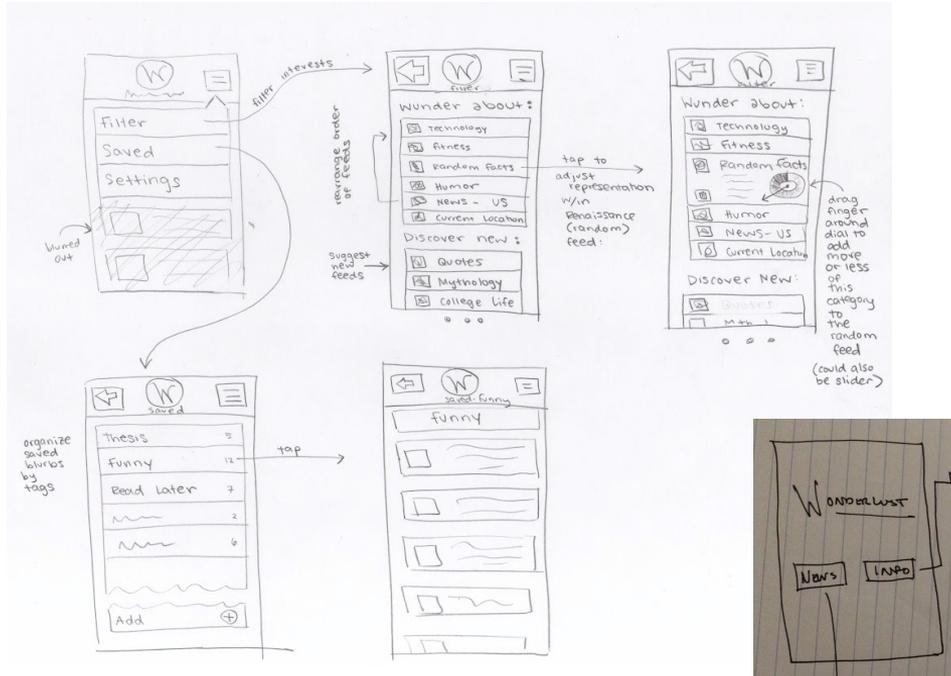
# Application Ideas

## Expanding Bar Entries



# Application Ideas

## Category-Centric



# Summary

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- People generally like to browse different things when they are trying to kill time
  - Develop an app to engage users to become more knowledgeable about the content they are browsing
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# Questions?

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