

User Research

User research

- The team A.S.K project is an application designed for users that are hoping to improve their basketball skills, especially their shooting form. The application uses computer vision software to track the user's shooting form in real time and analyzes it based on several points. The application also compares the data received with preset archetypes that the user can choose. Using this, the user is given personalized feedback as to how they can improve their game. This project is designed to help people play like professional players that they see on TV and use the next generation of training technology. Usually what you would need to do is record yourself on the app and it would give you feedback based on your motion and form. for example, you can compare your shot with NBA players like Stephen Curry and Lebron, this data is then used to create personal recommendations that teaches you how to shoot how you want step by step.

Interview questions

1. How old are you?
2. Where are you living right now?
3. Have you ever used a technology for exercise/training? If so, what applications?
4. Have you ever played basketball? If yes, Casually or competitively?
5. How often do you play? How long have you been playing?
6. What aspects of your game would you like to work on the most?
7. How important is it to you to get better at the game?
8. Do you feel that you can often achieve your training goals yourself or would it be helpful to use tech?
9. Do you see yourself using the application described?
10. Would you rather have a gamified experience using an app or a more straightforward experience?
11. What would make you more comfortable with using this application if released? / Concerns you have about the application.

Transcript

Interviewer: Hi! So, how are you doing?

Interviewee: I'm good, I'm good. Just grinding. How are you?

Interviewer: I'm doing good. Thanks for asking. So, what's your age and where do you live right now?

Interviewee: I am eighteen and I am on campus. I am in the dorms right now.

Interviewer: Pretty cool, So I already told you about my class and the project we are doing when we talked earlier so I just have a few questions for you. So, have you ever used a technology for like exercise or training?

Interviewee: No, I have not. I just use my apple watch for like fitness tracking and stuff.

Interviewer: okay so apple watch, that's nice. Do you play basketball?

Interviewee: Yes. I play every day.

Interviewer: Oh, wow that is great, how long have you been playing basketball for?

Interviewee: I have been playing basketball for four years now.

Interviewer: So, do you play like casually or competitively?

Interviewee: Oh, I usually just pick up basketball casually but sometimes I take part in a few competitions here and there.

Interviewer: Okay, that's pretty cool. Are there any aspects of the game that we like to work on and what are those aspects?

Interviewee: I would like to work on my vertical jumping and shooting form.

Interviewer: Mmm got it. How important is it to you that you get better at the game?

Interviewee: I think it is pretty important. I'd like to get better at the game so I can, I guess, it's just like fitness to me. But yeah, just making myself better in general.

Interviewer: okay yeah, makes sense would you ever want to compete in basketball competition a join team or something?

Interviewee: Yeah. I would, I would. I played in Intramural before so yeah.

Interviewer: okay so do you feel like that you can often achieve your training goals yourself or would it be helpful for you to use like an app or any other kind of technology?

Interviewee: Oh yeah. I train with some friends so it gets me the motivation, but I think an app would be very helpful too

Interviewer: Ok that's nice. So do you ever see yourself using that app that I described?

Interviewee: Yeah sure of course! Like when I'm coming back after a long break I need to, you know, fix my form again and get back into shape I would definitely be down to use the app.

Interviewer: Sounds great, so would you rather have like a gamified experience where; for example- the app gives you a timer to shoot a certain amount of shots and compare it across the board with your friends or just like a straight forward way to help you get better at the game?

Interviewee: I think I'd like the straightforward experience because when it comes to sports, I like it being straightforward because I think that would be more personalized

Interviewer: Oh yeah of course, totally. So is there anything that would stop you from using this app

Interviewee: I think if it cost money. If it cost money then I don't think I will get it.

Interviewer: yeah okay, understandable Are there any other concerns you would have related to privacy?

Interviewee: No, I don't think I have any privacy concerns as such.

Interviewer: And what would make you more comfortable using this app if we released it?

Interviewee: I'd be more comfortable if it didn't take up too much space on my phone, If it's free and like if it does its job then I'm downloading it

Interviewer: All right sounds good thank you so much for taking time to help me with this project

Interviewee: for sure for sure. have a good day

Interview insights

- Goals
 1. Find how the user would be more comfortable using the app and what would stop them from downloading it
 2. Designs the user would like to see be implemented in the app
- Motivation
 1. Train users in basketball with the use of technology - Help players get better at their game
- Pain points
 1. Should it be a gamified experience or a straightforward one?
 2. Make it free or should the app cost money?
 3. How personalized should the application be
- No references used