x

 Devices to target:  "smart phone" also include phones running other operating systems than the ones you list. In fact the biggest share of the smart phone market runs Symbian ([http://en.wikipedia.org/wiki/Smartphone](http://en.wikipedia.org/wiki/Smartphone" \t "_blank)). Do we want to include all smart phones, or just iPhone, Blackberry, and Android? In general, users of all smart phones without a touch screen, including Blackberries, are probably just used for texting and email, so their responses will be dramatically different from the iPhone and Android users, who can do much more daily, and probably represents more of what all future phones will be like. iPads can also do a lot, but Kindles can't, so I suggest we nix Kindle from the list on page 1, and throughout the survey, we don't use the "phone" or "smart phone" anywhere, but use "mobile device" instead, so it includes iPads.

 Some of the questions should support more than one radio button being checked, such as commute transportation method, and kind of mobile device (this one also redundant with question on 2nd page on "How many mobile devices do you currently own?," so you should nix one of them.)

 Two questions on email accts. not exactly right, since the accts. aren't actually "on" the phone. Should be, "Do you read email on your mobile device?" Also, nix the "If you have a smart phone..." since isn't that a requirement for everyone who takes this survey? Maybe best to combine the two questions by using the question "Do you read email on your mobile device?" and having choices: Work, Personal, Both, Neither.

 'Tis a bit long. If I had to nix some, I'd nix 1) When was the first time you purchased and why?" and 2) "What do you find yourself doing on the mobile device?"

 I think having people track their daily usage is too much to ask, and will also mislead us, since it may not be a typical day. That said, I'll go with the flow of whatever everyone decides.

 Org. Principles and Sample Pitch are both great. Deadline is reasonable.

1. There are quite a few questions - maybe some of the questions can be consolidated: When do you first interact with your smartphone on an average day, how, why?  Or, when do you interact with your smartphone on an average day and what are the first few things that you do?

2. Do we want to make a distinction between week and weekend usage?

3. Is is appropriate to make a mission statement about this survey - is that cheesy?  I mean, we're not focusing on every aspect of phone usage, or application usage, right?  We're trying to get an idea of what makes people use applications/share information...What kind of information do we want to obtain about how a user currently (and/or in the past/future) interacts with their mobile device?  Are we mostly concerned with apps, or are we also concerned with the way people interact with mobile sites?  I guess in general, the questions are really good, but they seem a little scattered to me.  Like the "**What do you find yourself doing on the mobile device? Why?"** question - it is situationally dependent, or is it overall usage?

4. In a study such as this one, is it appropriate to ask interviewees to speculate on things that they'd like to see - or how relatively satisfied they are with the smartphone technology?  Or, are we opening up more cans of worms that way?

5. I am still interested in seeing interaction trends - like "How has your interaction with your smartphone changed over time - what types of things do/can you do with your phone now that you weren't able to in the past?"

**Organizing Principles**

DEADLINE: Sep. 30??? For interviews to be complete

Goals:

* Interview at least 3-5 people (Ideal to observe/interview 2 people in person) on their mobile usage
* Create comprehensive user profiles based on individual interviews with members to be used for both the hack-a-thon and short/long-term planning for mobile content development

**Recruiting participants + roll out**

ID gift you’d like to give to participants

ID how people will sign up: (email someone or register online?)

ID how you will decide what participants you will interview (if there are more than 5 volunteers)

ID who will be conducting interviews on behalf of your org

Create timeline for interviews/observation based on deadline

**Marketing/Outreach**

We all know the media environment is changing. Well, we’re trying to change with it! We’re working to understand the best ways to deliver you the best content and interact with our community on mobile phones, iPads, and more.

We’re working with other progressive media outlets including XXX to get a better understanding of how you use you these devices now and what you want in the future. Why does this matter? As the media landscape shifts, we have to look at new, strategic (and fun!) ways to produce, distribute and support progressive journalism. We want to make our journalism easy to access our content on any device at any time. Just a little bit of your time will help us immensely as we look to build out our critical mobile strategy and the future of our organization. Plus-you’ll get a free gift! (We’re not above bribery.) INSERT GIFT here.

What we need from you:

\* 18 years old or over

\* Own a smart phone (IPhone, Android, Blackberry) or IPad

\* Be willing to participate in an on the phone or in person interview about your mobile device usage

\* Track your mobile or ipad usage for one day!

\* Honesty! Nothing is off limits. The apps you have, the web sites you visit, the games you play, the activities you do, how you use social networks.

All information will be kept totally private and only be used in the context for our own strategic planning. Plus, you’ll get this totally rad gift!

To volunteer, please INSERT EMAIL OR LINK TO SIGN UP here by XXX.

**Interviews**

Profile

Interviewer Name

Media Organization

Name

Age:

18-25

26-35

36-45

46-55

56-65

65-75

75+

Gender

Male

Female

Race:

Caucasion

African-American

Hispanic

Native American

Asian

Other

Occupation

(Fill in the blank)

Education Level

High School

BA/BS

Masters

PhD

Individual Income (range)

(spell out thousand)

25k-35k

35k-49k

50k-65k

64k-80k

80k-94k

95k-100,000k

100k-114k

115k +

Commuter?

Car

Train

Bus

Average amount of time spent commuting a day

Phone brand

Iphone

Iphone4

Android

(what kind)

Blackberry

Other

IPad

Kindle

Total # of apps on phone

Email account on phone

Yes  
No

Social network accounts on mobile device

Twitter

Facebook

YouTube

Other

Log of usage  
Help us understand how you use (and don’t use!) your mobile devices for reading, watching, listening, sharing, and creating content. For one day, please keep track of how your use your mobile devices. This information will be kept entirely private. Here’s what we’d like you to log every 30 minutes:

When you used your mobile device to and for how long you performed the activity:

1. used the web browser to read a story
2. used the web browser to look up information
3. used an application to read/access content
4. used an application to play a game
5. used a twitter application
6. used the facebook application
7. shared/sent a story via email
8. shard/sent a story via twitter
9. shared/sent a story via facebook
10. check in with location program (facebook places, gowalla, 4square)
11. Took a picture or video
12. Shared/sent a picture/video
13. Other

6:30 a.m.-7 a.m.

7-7:30 a.m.

7:30-8 a.m.

Through 6 p.m.

Questions/Observation

For interviewer:

1. We’re focusing on mobile phones, iTouch, kindle, iPad
2. Never say “usually” when asking a question. i.e. “how do you usually…?”
3. Go in with a reporter mentality. getting to the bottom of a story.
4. Encourage conversation and stories, not just yes and no answers.
5. **ASK WHY as often as possible in follow up to an answer**
6. Video/audio record the interview
   1. How many total mobile devices (excluding lap tops) have you purchased in the last 5 years?
   2. How many mobile devices do you currently own?
   3. When was the first time you purchased a smartphone? Why?
   4. When do you first interact with your smart phone on an average day?
   5. What is the first thing you do on your smart phone on an average day? What is the second thing you do with your smart phone on an average day?  
        
      REMINDER: ASK WHY AS MUCH AS POSSIBLE
   6. What are your top five favorite applications? Including news, games, fashion, entertainment, social networks. (No judgments!)
   7. How often do you visit these top five apps a day? A week?
   8. What is the average time do you spend on each of these apps a day? A week?
   9. What are aspects of each of these apps that brings you back to each one over and over again?
   10. How often a day do you share articles via facebook, twitter, through your mobile device? What drives you to share articles, information through your mobile device?
   11. In what situation(s) do you most often find yourself using your mobile device? What do you find yourself doing on the mobile device?
   12. In what situations do you find yourself using your mobile device for extended period of times? (except for talking on the phone.) What do you find yourself doing on the mobile device? Give examples.  
         
       REMINDER: ASK WHY AS MUCH AS POSSIBLE
   13. Do you take pictures or video on your smart phone? How often and of what?
   14. Do you share them with your social networks?
   15. Do you consume multimedia do you consume on your mobile device? i.e. audio or video? Please give examples.
   16. Do you play games on your mobile device? Which games?
   17. Do you play games with other people through your mobile device? Which games?
   18. Are there apps you’ve downloaded and never used again?
   19. Are there apps you’ve downloaded and used only a couple times and never went back? Why?

REMINDER: ASK WHY AS MUCH AS POSSIBLE

* 1. How often do you use your internet browswer on your phone? For what?
  2. Have you ever made a donation through your mobile device (via text, web browser, app)? For what? Why?
  3. Have you ever purchased anything through a mobile phone? For what? Why?

**Timeline**

Becky Bond

Matt

Sunlight Foundation

Google

Aron Pilohofer

Games for Change

Pew Internet Project/Reynolds/Knight Standford

Medill

Location

1. What behaviors?
2. age, time of day/night using phone, gender, race, work phone vs. personal phone, commuter or a non commuter, occupation,

Notes are below!!! Just jotted a few things down. Figured Jeanne was doing this so not v. comprehensive.

**User-Design Doc**  
Please review the document below.  Let's see what we can get through on the questions (noted as Actions) but definitely identify next steps, roles and timelines for recruiting other members to participate.  We should hone in on brainstorming set up questions, central question we want answered and initial brainstorming for interview questions.  
  
**User Profile process**

**Brainstorming set up questions:**

1)   What sorts of behaviors do we want to track?

2)   What are variables we need to keep in mind? (age, time of day/night using phone, gender, race)

3)   What would be the best scenario in order to observe?

ACTION: Using the answers from questions above: Identify the central question trying to answer (will shape observation and interview questions)

**Questions:**

Helpful hints for interview

·      Get demographics of interviewee (see profile)

·      Never say “usually” when asking a question. i.e. “how do you usually…?”

·      Encourage stories, not just yes and no answers

·      Ask short questions (10 words or less)

·      Video/Record the interview

ACTION: Identify 10-15 interview questions   
\*we want questions that cover what people are doing now, what they would be willing to do and what they want

**Observation:**

-Potentially have a worksheet for people to fill out.

-Walk us through your morning with your phone. (Check the new Iphone OS to see which apps have been used most recently). Or the first screens of your apps.

-What don't you like? Why don't you like it?

-5 hour time log. Mark down when you use your phone.

-Need to create template ask and have to document how each org found the user.

-Need to build template questions and reporting form. Need a timeline.

**Requirements for interviewees**

Action: Identify what kind of users/com. members we want to observe and what requirements/requests we have of them

Smart phone users

Willing to be observed/interviewed for ½ day on phone usage

Honesty

Profile will not be public

**Next Steps:**

·      Finalize Questions

·      Create  template observation guidelines and questions doc

·      Create central repository for all observations/interviews to be recorded

·      Recruit other TMC members to do observation and deploy (TMC staff+1 Mobile Lab member)

·      Timeline for deployment and deadline for finishing

·      Need to organize process for creating the user profiles