**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 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:**

Action: Create list of guidelines and “what to watch out for” in observation

**Profile:**

ACTION: Review/change/update profile items  
  
Name

Age

Gender

Occupation

Income (range)

Proclivity on social networks

Commuter?

Ave. time spent on phone/day

Phone brand

# of apps on phone

type of apps on phone

What social networks are they on

**Requirements for interviewees**

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