Surveys & Interviews
Project "Buildapp"

Problem Statement:

This interview process is to determine what kind of features an expert app should have to connect users with experts during a renovation process. It is important to understand the user's needs and goals.

Research Goals:

To understand potential users' motivation for sustainable design.

To discover what features users would like in an expert app.

To understand what privacy measures users would prefer in order to feel comfortable uploading data about their home or office (for example, photos, area, location, heating system..).

To learn what similar apps or features in apps users have tried and enjoyed, and what similar apps users have tried and disliked.

Interview Script:

Hello _____, my name is Dima and I will be walking you through this interview session. First, thank you for taking the time to participate in this interview. I will be asking several questions to better understand what potential users like yourself are interested in when engaging with a sustainable design expert app. This is a casual conversation that is designed to help me, so please know there are no right or wrong answers. The more detailed you are with your answers, the more information we can use to design the best app to meet users' goals. If at any point you have any questions, please do not hesitate to ask. There are around 14 questions, and this session should take about 15-20minutes. Do you have anything you'd like to share before we begin?

Interview Questions:

- Tell me about yourself. Name, age, location, occupation?
- Can you describe how you / how you would do renovations and gardening in the past?
- What do you do in your day-to-day to express your care for the environment, sustainability and the climate?
- On a scale from 1 (very difficult) to 10 (very easy), how difficult is being environmentally aware for you? And why?
- How important is it for you to make knowledge-based decisions about sustainable design?
- Have you ever used (or wanted to use) an app that helps you with a sustainable design and construction?
- Which apps have you tried or wanted to try?
- What did you like and not like about these apps?
- What features would you say are most important to you in a sustainable design and construction app?

- What features would you say you highly dislike in a sustainable design and construction apps?
- Is it essential for an app to provide you with sustainability information such as a carbon footprint calculations for construction materials?
- On a scale of 1 (very uncomfortable) to -10 (very comfortable), how comfortable would you be in uploading personal information about your home (for example, photos, area, location, heating system..)?
- How interested would you be in using an app that connects users with experts in sustainable design and construction?

Summary:

I conducted 3 interviews, one with a doctor, an urban planner and a ux designer. The diverse backgrounds of the participants resulted in a great variety of perspectives and new insights. All there participants are not currently or previously engaged with an expert app or a climate app. All three participants agreed that although they try, they do not do enough to be environmentally mindful in general or when they are in the process of home renovation. They all try to be informed but believe there is too much content online which makes it difficult to know which one is a reliable source. They all found that an app that connects a user to experts about sustainable design is appealing. They all however agree that the app should provide other features that allow the user to seek some answers by themselves before communicating with an expert. They all pointed out that they need information about sustainable construction products or environment-friendly furniture brands. The three participants had different perspectives when it comes to other additional features the expert app should have, one participant believed that a carbon footprint should be an essential part of the app. Another participant insisted that information structure and well-designed interface is very essential for them.

Interview Insights:

All potential users think they need an app that informs them of valid steps toward more sustainable living. Potential users have different levels of motivation, two participants were looking for an app that provides experts who would help in tangible hand on remodeling and handy work in addition to experts in design, the other user expressed a higher interest in intangible knowledge about sustainable products.