

COURSE

INTRODUCTION TO APP DEVELOPMENT



SESSION 4

GET TO KNOW YOUR USERS

MODULE 3

SCOPING

Objectives

CORE

- Gain a better understanding of the current market for your app
- Be able to develop an effective survey to find out more about your users

CHALLENGE

- Be able to plan and carry out effective research into your potential users
- Be able to develop user profiles based on your research

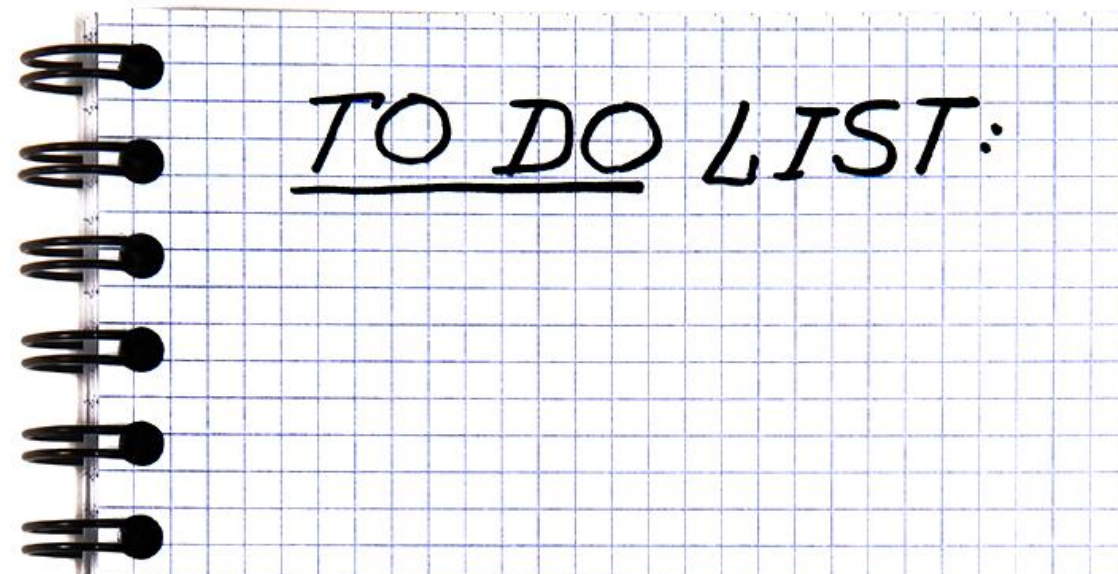
Session activities

3.1 – Create a user profile

3.2 – List user needs and features

3.3 – Conduct a user survey

3.3 – Conduct a user survey – *Homework*



3.1 – Create a user profile

User profiles

To make sure your app's features are fit for purpose you need to have a good idea of who your user is. A user profile capture basic details about the person you are designing for.

Activity

Create profiles for at least two of your target users by thinking of people you know who might be target users.



ACTIVITY 3.1

CREATE A USER PROFILE

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Basic details	Drivers	App preferences
Name	Key goals	Favourite app and why
Age		
Occupation	Big frustrations	Least favourite app and why
Location		

To make sure your app's features are fit for purpose, you need to have a very clear idea of who your user is and what they want. A user profile helps you capture basic details about the person you are designing for.

NAME

3.2 – List user needs and features

Features

Through different features, apps let users do many things. Playing games, to socialising, to booking flights.

Activity

Think about your user needs, and the features of your app. For example, if your user needs to make an appointment, your app might require a booking system feature.



ACTIVITY 3.2

LIST USER NEEDS AND FEATURES

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User need	User need	User need
Feature idea	Feature idea	Feature idea
User need	User need	User need
Feature idea	Feature idea	Feature idea

Explore your user's needs in more detail. Try to come up with ideas for features that could meet those needs.

NAME

3.3 – Conduct a user survey

Surveying tools

Use one of the following tools to create your survey:

- [Google Forms](#)
- [Wufoo](#)
- [Survey Monkey](#)
- [Typeform](#)



3.3 – Conduct a user survey

Ensure your questionnaire has a mix of open and closed questions.

A closed question always asks things that require an either/or answer, like 'yes' or 'no' e.g.

- Do you go to this school?
- Do you like this app?

An open question allows the responder to give an answer of any length e.g.

- What features would you find useful?

3.3 – Conduct a user survey

Activity

Write questions that allow users to tell you if they like your app idea, or if they don't feel your app solves their problem. When you have created your survey, share it with people who you think might be interested in using your app.

Tip

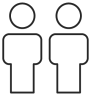
Make sure you capture the key information that would be useful to know like age, gender, where they live, occupation.

ACTIVITY 3.3

CONDUCT A USER SURVEY

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Questions for the survey	Key results from the survey

Create a survey to find out more about potential users. Use pen, paper, and a clipboard to run your survey. Or use an online form builder, such as [Google Forms](#), [Wufoo](#), [SurveyMonkey](#), or [Typeform](#).

NAME

3.3 – Conduct a user survey

Homework

Continue to share your user surveys with friends or online.

The more people who fill out your survey, the more information you will get about your potential users.

Where to share

- Social media sites such as Facebook, Twitter and Tumblr
- Community forums – asking people to fill in your survey

NEXT SESSION...



SESSION 5

MVP PLANNING

MODULE 4

**PRODUCT
DEVELOPMENT**