

User Calling Matrix Across User types

SAMPLE TYPE		TYPE A USER	TYPE B USER	TYPE C
		College going students Age group (15-25 years)	Office going people within in their 20s. Travel enthusiasts in some way or the other	Middle aged, educated people Age group (50 onwards) Should have basic knowledge of computers & phone.
Sample Size		1	1	1
Questions	<u>Research Objective-</u> Understanding the user and his lifestyle			
	<u>Probe points / Script-</u> - What you do? Or What you do for a living? - What a normal day in your life is usually like? - Your education? - location? - What kindof phone do you have? - What kindof apps you use in daily life? - If you have to book tickets for a movie then how do you do that? - If you have to pay electricity bill then how do you do that? - How often do you have events like family get togethers? Friends hangouts? Going out with someone etc? - Do you like clicking memories? How?	✓	✓	✓
	<u>Research Objective-</u> Understanding user patterns with the photo clicking & viewing by phone			
	<u>Probe points / Script-</u> - How often such situations occur to you that you click photos with your mobile phone? Everyday? Once in a week? 2-3 times a week? Or so on... - What kindof photos you usually click by your mobile phone? - How many clicks you usually take of the same scene to achieve a perfect shot? - You click selfies? How often? - What is your phone memory? - Does it occur to you that your phone runs out of memory due to too many photographs? - Do you like sharing photographs? If yes then how do you do that currently? - What is the camera resolution of your phone? - How often do you go to your phone library to view or share a photograph? Are you facing any problems currently in doing so? - Which all social media platforms you are active on? How often do you use them? Do you like sharing photos there?	✓	✓	✓

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		College going students Age group (15-25 years)	Office going people within in their 20s. Travel enthusiasts in some way or the other	Middle aged, educated people Age group (50 onwards) Should have basic knowledge of computers & phone.
Questions	<u>Research Objective-</u> Understanding user patterns with the photo clicking by DSLR camera			
	<u>Probe points / Script-</u> - Do you go on trips? What kindof trips? Solo trips? With family? Friends? - How often do you go on the kindof trips you mentioned above? - What do you carry along in order to click memories & capture scenic beauties on such trips? - Do you have a DSLR camera? If yes then what kindof? How much is the card memory in that? - Do you have a Gopro camera as well? - How often such situations occur to you that you click photos with your DSLR camera? Everyday? Once in a week? 2-3 times a week? Or so on... - What kindof photos you usually click by your DSLR camera? And why you click them with DSLR and not phone? - How many clicks you usually take of the same scene to achieve a perfect shot? - Does it occur to you that your Camera's memory card runs out of memory due to too many photographs? - What are the sequence of events that you usually do post clicking photos via DSLR? How and when you transfer photos to your desktop from your memory card? Where do you save photos? Post shoot editing? - Do you have a blog? If yes then what kindof blogging you do? Do you share photos in that? Are they the ones clicked by you? How you clicked those photos? - Current process/ sequence of events while searching & viewing photos & painpoints in the same?	✓	✓	✓

SAMPLE TYPE		TYPE A USER	TYPE B USER	TYPE C
		College going students Age group (15-25 years)	Office going people within in their 20s. Travel enthusiasts in some way or the other	Middle aged, educated people Age group (50 onwards) Should have basic knowledge of computers & phone.
Questions	<u>Research Objective-</u> Understanding user patterns with the photo clicking by point & shoot camera / digicam			
	<u>Probe points / Script-</u> - Do you have a digi cam? - When was the last time you used it? How often do you use it? - How much is the card memory in that? - How often such situations occur to you that you click photos with your digicam / point & shoot camera? Everyday? Once in a week? 2-3 times a week? Or so on... - What kindof photos you usually click by your Digicam? And why you click them with Digicam and not phone/ DSLR? - How many clicks you usually take of the same scene to achieve a perfect shot? - Does it occur to you that your Camera's memory card runs out of memory due to too many photographs? - What are the sequence of events that you usually do post clicking photos via Digicam? How and when you transfer photos to your desktop from your memory card? Where do you save photos? Post shoot editing? - Current process/ sequence of events while searching & viewing photos & painpoints in the same?			
	<u>Research Objective-</u> Understanding user patterns with the photo viewing on desktop			
	<u>Probe points / Script-</u> - Do you have a computer? What sort? Laptop or desktop? Memory? - How often do you work on your computer? - How often do you view photos on your computer? In what all cases? - Are there any specific apps or interfaces of your choice that you use to view photos? Which apps / interfaces you use to view photos and why you chose them? - Imagine a situation where you have some event photos in your computer that you clicked a couple of years back, you want to revisit the photos and view them; what are the steps that you would take? Sequence of events?	✓	✓	✓