

India Immersion

**Planning Meeting #1:**

**Get prepared, get excited**

# Overview

Who's going?

Overview of our research plan

Travel, Health, Lodging & Visa issues

Open questions

# The team

## Research Leads

Cori Schauer, Manager Insights team

Gemma Petrie, User Researcher

## Attendees

Jared Cole, Design Strategist

Francis Djabri, FFOS UX Designer

Peter Dolanjski, FFOS Product Manager

Sandip Kamat, FFOS Product Manager

Bruce Huang, FFOS Product Manager

Juwei Huang, UFFOS UX Designer

Elizabeth Hunt, Marketplace UX Designer

Jane Hsu, FFOS GTM Strategy/Partnerships

Rina Jensen, Content Strategist

Amy Lee, FFOS Visual Designer

Peiyong Mo, L10N Program Manger

Arky Rakesh, L10N & Community Rep

Rob Rayborn, User Advocacy (undecided)

# MONEY

## MANAGING DATA COSTS

1. The process of managing data costs of using a mobile device.  
2. In addition to what Peter said about managing data costs - what strategies do people follow to stay within their "comfort zone" of costs? What tools could we provide to help them stay within their comfort zone?

## WHO'S BUYING THE PHONES?

1. Who are buying phones/paying phone bills in a household (how many family members are in typical households)? Are younger/older people buying phones or do they rely on their families?

# BUYING A PHONE

## PRIORITIES + EXPECTATIONS

1. When deciding to purchase a phone, what factors go into determining which phone to purchase?

2. What do people expect out of a low cost phone? What are important: long battery life, good signal, rugged, compact?

3. Outpoints/where users have/have had expectations to have with their current and/or future brand of smartphone, and how they feel about those outpoints

## INFO SOURCES

1. What sources of information do users trust when making decisions about content, plans, content, etc.

# MULTIPLE LANGUAGES + LITERACY RATES

## ILLITERACY

1. In addition to Lindsey's point in row 11 - what tools could we provide to help people improve literacy?

2. How literacy impacts technology usage

## ACCESSIBILITY

1. How many written languages and dialects. How does this affect accessibility of our product in rural areas?

2. What language are offered if they are already using a phone? What they use a phone that's less than perfect, either not fully optimized/translated, or not in their local language (English and Hindi only)?

## LOCALIZATION IN PRODUCT DEVELOPMENT

1. How localization can influence upstream and downstream in product development

# MOBILE BEHAVIORS

## CURRENT PHONE EXPERIENCE

1. Pain points and problems with current phone experience

2. What are the different habits of phone users based on age and area? Who are our dominant users? How do different age groups want to use a cell phone?

3. Find out what the basic usage of a featured phone, what appeals to them other than the price?

## DESIRED PHONE EXPERIENCE

1. General insight into what users want/need/desire from phone use

## CONTENT

1. Use cases of user vs women: apps that will help with their daily life. Are they offered in their language?

## HELP

1. How frequently and generally search process. How do users find apps, how do they generally search for information/content?

# OUR USERS - WHO ARE THEY?

1. Offer understanding of potential segments of users and their associated demographics (e.g. rural vs. urban)

2. What are people's attitudes, motivations, long-term goals and aspirations?

3. What a day in the life of average phone users is like

4. How is technology/device used as individuals vs. among groups of people

# PROCESS

## SAMPLING

1. How representative of the people selected to participate in our study. How can these people offer a glimpse of the complexity of the social context that are unique to India?

What you guys want to learn

# Research overview - The Big Questions

Two main areas:

## 1. Mobile Usage


- Who are the people in our target market(s) in India?
- What motivates someone to purchase a mobile device?
- What is the mobile purchase journey?
- What can Mozilla enable people to do with an FxOS device?
- How can Mozilla make a difference?

## 2. Gain empathy and understanding of Indian life & culture in Delhi and Jaipur

- What is everyday life like in Delhi and Jaipur? Urban v. rural?
- How do people spend their time? At work, at home, leisure time?
- What are the value system in Delhi and Jaipur?



**How are we going to do this?**

- 
- A woman with dark hair, wearing a brown patterned jacket, is looking at a red Samsung flip phone. She has a slightly concerned or focused expression. The background is a stone wall. To the left, a blue patterned shawl is visible.
- Delhi, Jaipur
  - 3-4 hours
  - 20+ recruited participants fitting various target profiles
  - 3-4 “Stations” where participants will talk about mobile usage, current phones, content, and phone purchasing motivations and POS decisions


# Two Mobile Open Houses

- 3 groups of 5
- 1-2 missions per day
- Tour different areas of city per mission theme
- Use DScout tool to complete missions
- We hold will large group mission reviews and high-level analysis through out the trip

# Daily Cultural Immersion Missions



**Sarah L.**  
No Group  
Chicago, IL



IOS / #67482

**Researcher Activity** 1

Tags 0

Add a tag

Notes 0 Add Note

Notes are shared with only your team members – scouts do not see these!

Show Notes

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Wednesday January 9th, 2013 / 11:18 AM CST Turn Highlighting On

**Trying 'Rooibos' for the first time...**

On a scale of 1-10, how do you feel about this particular beverage?

6

What category of beverage does this fall into?  
Tea/Coffee

What time of day is it?  
Morning/Breakfast

Any other thoughts about this beverage?  
Rooibos is pretty good, but I can see why it is definitely an acquired taste. On the nose, it smells a bit medicinal, and definitely not like any other tea you might have had. Once you taste it though, it's a lot lighter than the fragrance – really not that bad. I tried this as an experiment, but I am probably going to stick with green tea in the mornings during breakfast. This might be interesting to have in the afternoon after lunch, so I'll give that shot as well.

# DScout looks like this

# Research Schedule

**Travel Dates:** May 30 - June 9

## **High-Level Schedule:**

- May 30: Travel to Delhi
- May 31: Arrive in Delhi
- June 1: Delhi - Resting and shopping
- June 2: Delhi - Mobile open house & community dinner
- June 3: Delhi - Cultural tour/Open house validation
- June 4: Travel to Jaipur, resting and shopping
- June 5: Jaipur - Mobile open house & community dinner
- June 6: Jaipur - Cultural tour/Open house validation
- June 7: Visit rural areas outside Jaipur
- June 8: Travel back to Delhi
- June 9: Travel home

# Appendix

# Project Component: Mobile Open Houses

## Description

The purpose of this event is to get the most information about how people think about purchasing and using mobile phones. We expect to set up 4 stations with different themes - one station will focus on general phone usage questions, one will be set up like a store with actual phones and we will ask people to tell us about purchasing considerations, one will focus on evaluating value propositions for the phones, and the fourth will focus on phone content.

We will run this event as an open house, meaning people can come at any time over several hours. We will recruit 20+ participants, and when they come in and register, they will get a little card that will need to be stamped by all the stations for them to receive their incentive.

## Project Component: Daily Cultural Immersion “Missions”

### Description

Each non-open house day will be split into two modules. Each module will have a theme (phone stores, content, religion, family, shopping, entertainment, etc). We will break our field team into 3 groups of 5 people for these cultural tour “missions” and each team will cover a different part of the city. We will work with our Research Partner and Community guides to travel the city, sightsee, and explore the theme making sure to achieve the goals set for each module. This observational data will be collected in text, photo, and video format using dScout, a smartphone app. (<https://dscout.com/>)