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 Peiying Mo, L10N Program Manger Arky Rakesh, L10N & Community Rep Rob Rayborn, User Advocacy (undecided)



WHO'S
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THE PHONES?

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MOBILE BEHAVIORS

CURPENT
PHONE
EXPERENCE

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Find out what the basic usage of a feetured phone, what appears to their other size on the prior?

BUYING A PHONE

PRIORITIES + EXPECTATIONS

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INFO SOURCES

creations, prairie, content, etc.

DESIRED PHONE EXPERIENCE

control insight into what users warmneed sesses from phone use

CONTEXT

Live case of monitor warrant appa that will help with their daily the. Are they changed in their language?

MULTIPLE LANGUAGES + LITERACY RATES

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ACCESSIBILITY

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LOCALIZATION IN PRODUCT DEVELOPMENT

OUR USERS-

WHO ARE THEY?

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Vitual are people's ensisted, motivations and selections (s.g. terms goals and expirations?)

Vitual are people's ensisted as individuals vs. among groups of people

PROCESS

What you guys want to learn

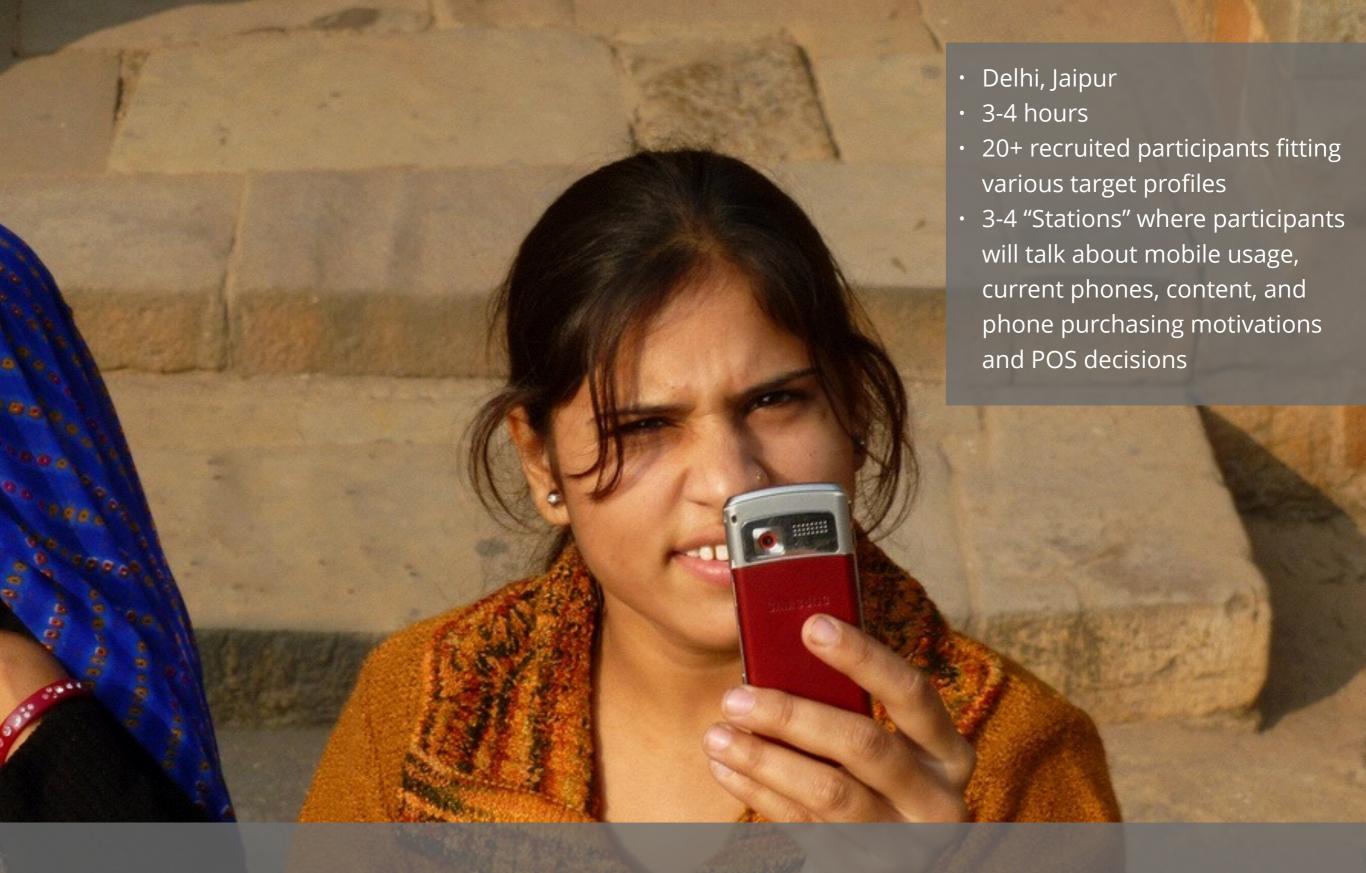
Research overview - The Big Questions

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?

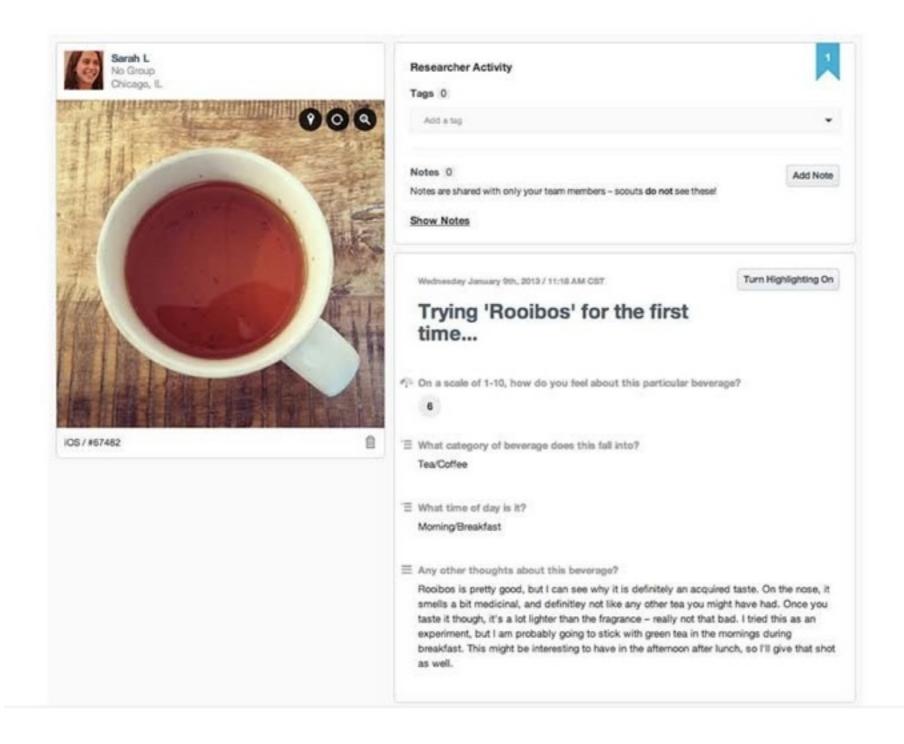


How are we going to do this?



Two Mobile Open Houses





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/)