

## Hunt statement

Identify existing and emerging core uses and applications for cell phones in order to propose, design and develop solutions that promote quality of life and well-being in users.

## Research Objectives

We seek to expose opportunities for the development of cell phone applications that promote quality of life and well-being in users. We will investigate cell phone usage, activities and environments of cell phone users.

1. What other types of technologies are used to promote quality of life and well-being in cell phone users?
2. What do cell phone users currently do to relax and unwind? Identify daily operations towards this goal i.e., go to gym, yoga, breathe, listen to music, dance, take a nature walk, listen to bird sounds, talk to friends, etc. Identify any tech or non-tech devices used.
3. What cell phone applications, i.e. software, are used to promote quality of life and well-being?
4. In what situations/locations is it appropriate to use a cell phone, are there situations/ locations in which its not appropriate to use a cell phone?
5. What well-being trends that exist could be brought into your cell phone?
6. What are the main uses for your cell phone?
7. Where is the main place for your cell phone usage?
8. What activities or interests do cell phone users participate in and how often?
9. What kind of interactions between people (socially) are done with cell phones?
10. What are cell phone users life styles? Are these devices always nearby and accessible? Identify cell phone usage behavior.
11. Are cell phones social-emotional devices? An extension of the user?

## Research Methods

To accomplish our research objectives we will investigate and document users' cell phone experiences at home, at work and during transition periods, i.e. walking or commuting, outdoors, on the subway, etc. We will use the following research methods:

1. Shadowing
2. Interview
3. Questionnaire
4. Tour of phone  
Tour of applications used
5. User Testing
6. Observing Traces

These methods are described below:

1. Shadowing
  - a. objective
    - i. observe the behavior around the use of the cell phone
    - ii. life style of the user
    - iii. main users, minor uses given to cell phone
  - b. procedure
    - i. immerse in user's daily life and photograph/ video taping the activities related to communication, relaxation, and burden.

- ii. take notes of the users activities, having started with certain specific points that as observers we will be aware of looking for

## 2. Interviews

- a. objective
  - i. query about previous activities that we might not be able to observe
  - ii. opinion of cell phones, learn about their interaction with other type of technology, sources of stress in their life, and ways of coping with stress
- b. procedure
  - i. introduction and explanation of project to have people cooperate
  - ii. recording or taping if the person agrees on it
  - iii. group interviews to have more of a dialogue and not a one on one

## 3. Questionnaire

- a. objective
  - i. to give us a broad opinion of the personal view of the uses and behaviors around cell phone users
- b. procedure
  - iii. write a questionnaire that would be sent electronically out to a specific number of people, and this data would be tabulated and analyzed

## 4. Tour of phone

- a. objective
  - i. how much the user knows about the functions that are included in their phone
  - ii. learn how they use the functions of their cell phone
- b. procedure
  - i. explain to user they need to show and tell us about their phone, how they use it, and what they use and what they don't
  - ii. let the user speak and we takes notes

## 5. Observing Traces

- a. objective
  - i. observe the users environments for clues about activities that could provide important information for us
- b. procedure
  - iii. observation and pictures

## 6. User Testing

- a. objective
- b. procedure

## Research subjects

Our research subjects could theoretically be any cell phone user or even non-users. We are particularly interested in busy or stressed individuals who might be interested in using mobile modules to relax or enhance mood. For this reason, these modules might incentivize non-users to acquire this technology. Some of our research subjects will include:

1. Individuals with routine schedules, i.e. homemakers and moms
2. Individuals in high-stressed jobs, i.e. stockbrokers
3. Heavy text messengers, i.e. students
4. People who don't have a cell phone
5. Cell phone application designer/ programmer
6. People who chase for new cell phone every month
7. Commuters --individuals in airports, trains, cars and street walkers

## Logistics

Challenges:

1. It's hard to find the right person to interview with.
2. User-testing
3. Coordinating activities to get useful information
4. Too much information

## Experts

Linda Stone | Author, Continuous Partial Attention

Technologist with interest and expertise on the impacts of technology on health and well-being

Clay Shirky | Social software researcher

Expert on social interactions within online communities and the effects on real-world social networks

Shawn Van Every | Mobile media applications expert

Dennis Crowley | Dodgeball.com

Michael Sharon | Mobile applications expert