



Sagar Shinde

UX Research | Product Management

UX case study

DeThink

The logo for 'DeThink' features the word in a teal, sans-serif font. The letter 'i' is replaced by a stylized orange lightbulb icon, consisting of a circular outline and a semi-circular base.

Dethink

A state of the art training platform for secondary school teachers in the field of design thinking, innovation and entrepreneurship by integrating lessons learned and know-how and showing them how to apply these in practice.

Teams: University of Galway, EOLAS, GESC, IMM Turkey, EDUJI

My role: User Experience Research

Rational:

The platform designed specifically for teachers and students of secondary schools in Ireland, Spain, and Turkey to address regional entrepreneurial educational needs.

By focusing on these locations, the platform cater to the unique cultural and curricular requirements, promoting enhanced learning experiences in relation to entrepreneurship.

Project Goals:

To build an intuitive and engaging platform for teachers.

To understand **in-app navigation and personalisation needs.**

To understand **accessibility and communication needs.**

Research process



Goals & Objectives

To improvise
learning platform for
secondary schools
in Ireland, Spain &
Turkey - based on
entrepreneurship
curriculum based on
the teachers'
feedback.

Research process

Literature & Hypothesis

Reviewing existing literature, finding gaps and developing a hypothesis

- Generating Questionnaire
- Validate Questions from relevant target
- Tools used: Google forms

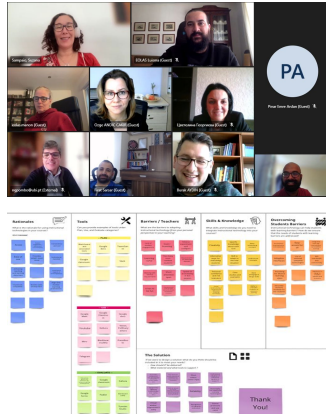
Research process

Research Method

- Qualitative method: Interviews and focus groups
 - Developed research protocols such as inclusion/exclusion criteria, sampling techniques, requirements to run the interviews and focus groups
- Data collection and analysis methods: Observations, one person recording, one person observing, data transcribing, coded, accessed, archived etc.
 - Define analysis method: exploratory
- Interviews: Interview schedules, structures, conducting interviews and recordings
 - Prepare tools necessary to conduct research
- Focus groups: Leading focus groups and recording on teams
 - Tools prepared: Teams recording and notes

Research process

Conduct research



Recruited an audience of secondary school teachers, policy makers and consultants

Sourced the connections from our existing partners and linkedin connections

Sent the invites to all participants in advance

Inform them about the recording of the session

Conducting the focus groups online

Asking participants questions

Observe and record the details during the session

- Conducted focus group online and interviewed 118 teachers
- Used affinity mapping and card sorting technique to gather data and generate ideas
- Tools used: Teams and Miro

Analyse & Synthesis

Code System	Turkey	Spain	Ireland
Key challenges faced in entrepreneurship education			
Students' attitude			
Lack of self-esteem and motivation			
Lack of training programs for students			
Giving up			
Exam stress			
Tough curriculum			
Pedagogical challenges			
Lack of understanding and Inexperience			
Lack of expertise in the area			
Quality of training and trainers			
Lack of training programs for teachers			
System constraints			
Lack of motivation among teachers			
Central exams			
Lack of teamwork			
Perception of assessment as final test or exam			
Burden on the teacher			
Workload			
Time management			
Budget issues			
Not enough rooms			
Crowded classes			
Intruding parents			

Transcribing the data from the focus groups and interviews.

Using grounded theory method: Open, axial and selective coding

- Structuring the data
- Analysing and visualising the data
- Gather key insights such as lack of central platform, less time for teaching, communication channels etc and develop personas, information architecture.

Personas & User Flow v1



Ashley McGlyn
Secondary school teacher

Demographic

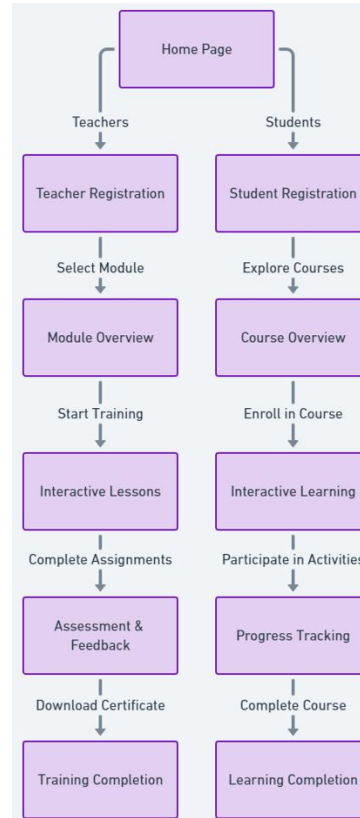
- 45 Years old
- Married
- Has a PhD in Psychology
- She is focused, goal oriented with a strong leadership role in the school.

Goals and Tasks

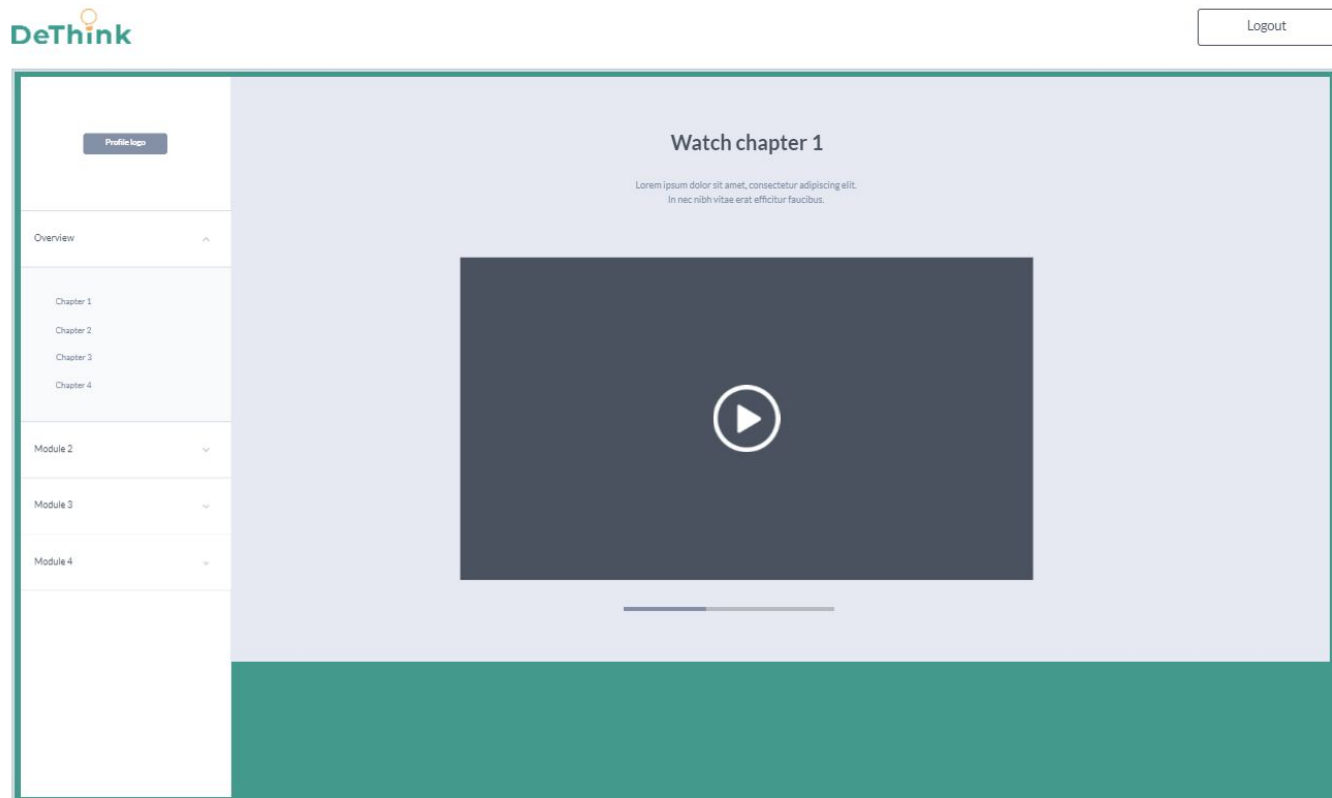
- Preparing pedagogy
- Teaching
- Supervising staff in Entrepreneurship
- She is comfortable using computer and refers as intermediate user

Pain points

- No centralised entrepreneurship materials on a platform
- No centralised tools or templates



Wireframe v1



UX Case Study

Field Report

Problem Statement

Perception of Farmers

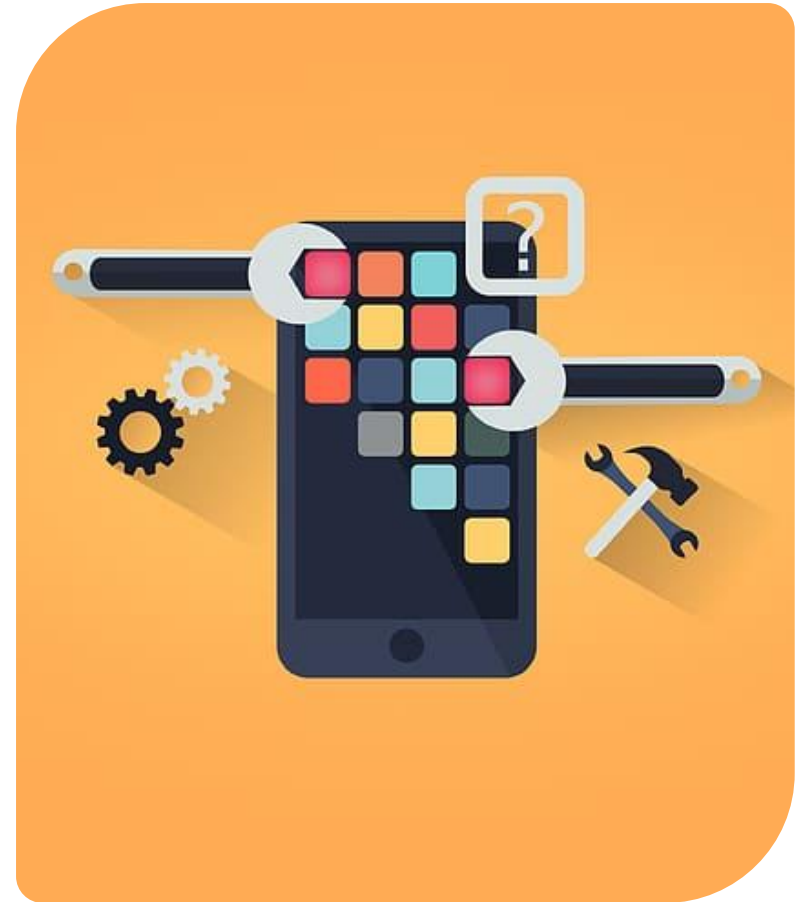
- Company A has added a feature 'XYZ' to the Company A Farmers app. Therefore, the team would like to learn about farmers' perception of XYZ feature.
- The stakeholders are unaware of the reasons and would like to understand what values farmers see in XYZ and if they are sufficiently able to navigate through the feature.



Goals of the study

XYZ perception of Farmers

- Asking farmers on how they decide to buy agri products and from where.
- Showing them XYZ feature and noting their perception of the app.



Objective

- Understand the perception of the XYZ feature
- Understand why farmers use the app
- Uncover any pain points or challenges users find when navigating the app
- Gauge farmers' interest in and prioritize potential new features

Methods



Type of the study

- Qualitative - field study



Target participants

25 farmers used the app in last 30 days.



Location

- Maharashtra
- Delhi
- Kerala



Tools

- Notes
- Screen Recording

Restrictions



Locations

- 7 farmers were located 7 hours apart



Cancellations

- 11 farmers cancelled at the last minute



Recordings

- Screen Recorded one interview due to technical issue

Annotation

Breaking down the farmer interviews into meaningful data for analysis.

- Information about the farmer's experience, crops they grow, and their familiarity with the app.
- Usage of XYZ Feature: If they have used it, what for, and their perceptions.
- Expectations: What they expected from the app and the XYZ feature.
- Usage Behavior: Their process of buying pesticides and other products, who they trust, etc.
- Improvements & Suggestions: What they think could be added or changed.
- Rating: Their rating of the app and the reasons behind it.

Coding themes

Identifying recurring themes and patterns across interviews. Themes Identified are given below:

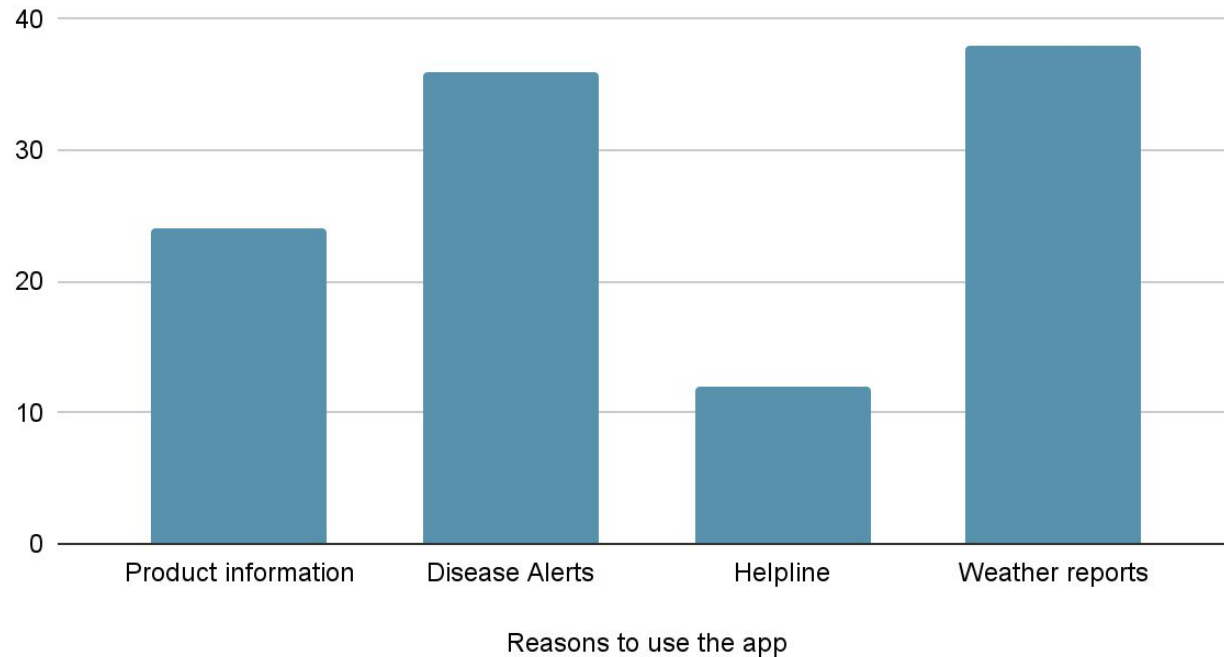
- Trust in Recommendations: Farmers trust the app for disease detection but also rely on local retailers or known contacts for product recommendations.
- Ease of Use: A preference for simplicity, with some farmers feeling overwhelmed by too many product options.
- Proximity of Retailers: The distance of the recommended retailers plays a significant role in their buying decision.
- Desire for Home Delivery: Several farmers expressed a desire for home delivery, similar to other online platforms like Amazon.
- Need for Detailed Information: Some farmers want detailed instructions on how to use products, while others prefer basic brand and price information.
- Authenticity: Trust issues with local sellers and a preference for verified retailers on the app.

Triangulation

- Cross-checked the data from different interview notes and previous report (value proposition XYZ feature) to find consistent patterns.
- Most farmers use the Company A app mainly for **disease detection** and **farming tips**. There's a consistent wish/or understanding for home delivery and more detailed **product usage instructions**.
- **Trust** in local or known **retailers is high**, but there's also an expressed interest in **verification** of retailers through the app.

Visualisation

Reasons to use the app



Summary – suggested improvements



Callback from retailers

20/25 Farmers would like to have call back from the retailers



Detailed Product Info

15/25 farmers suggested that they want to see more detailed information on the product including how to use it, when to use it, expiry etc



Retailers

Finding verified Retailers according to proximity were mentioned by 2 out of 4 farmers

Open response

“This feature looks good. I think ordering it online would save my time.”

“If i can see if this product is available at my nearby retailer it would be good.”

“I would like to call retailer and check with him about the product. If call couldn't connect then i would like the retailer to call me back which would save my travelling time and give an idea about the product, associated cost and other details.”

Repetitive patterns



More product info

Farmers are keen
about products
information including
how to use it, when to
use it, expiry etc.

Recommendations

- Instructions on how to use products, the right quantities, and when to apply them would greatly benefit farmers, especially those new to farming.
- For farmers overwhelmed by too many product options, consider a streamlined recommendation that offers fewer, more targeted product suggestions.

Thank you!

