



USER RESEARCH



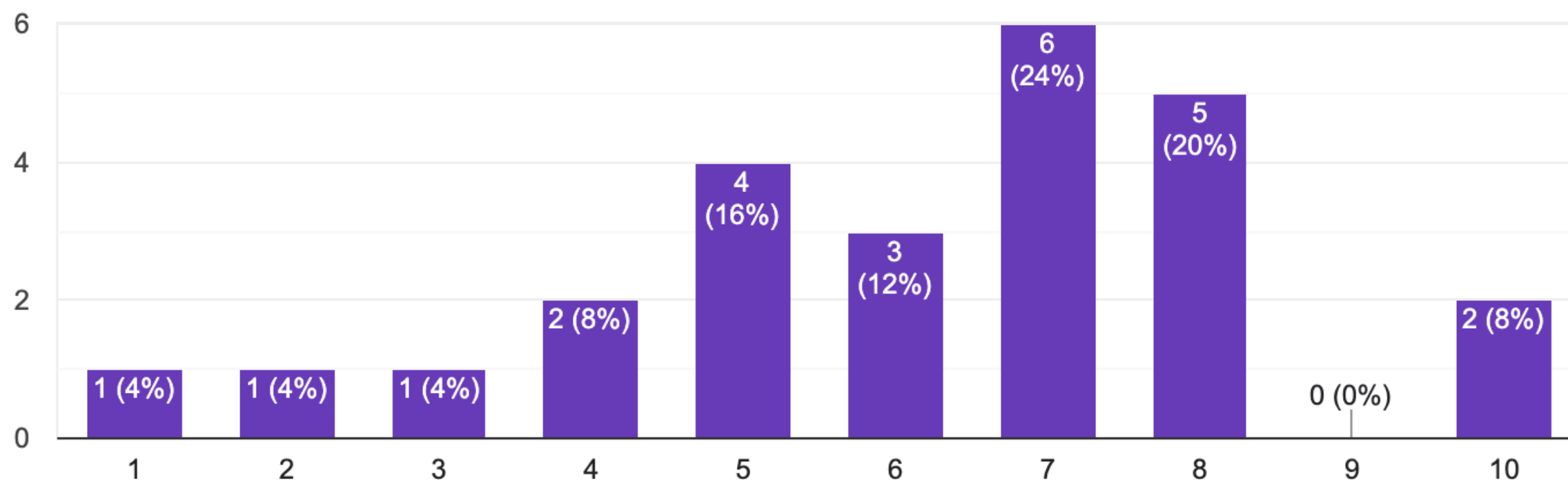
Research Objectives

Our research objective is to determine the target audience for Ogimi Meditation and optimize features for future users. We would like to gauge people's openness to meditation and any roadblocks they have when it comes to meditating and practicing mindfulness. We divided interviews into three sections: **past meditator**, **current meditator**, and **non-mediator**, to learn from each group and learn how we can craft our app to meet the needs of each group. Additionally, we would like to learn about the reasons people meditate and the problems with current meditation apps on the market, as well as meditation's usefulness in relieving stress.

Survey Results

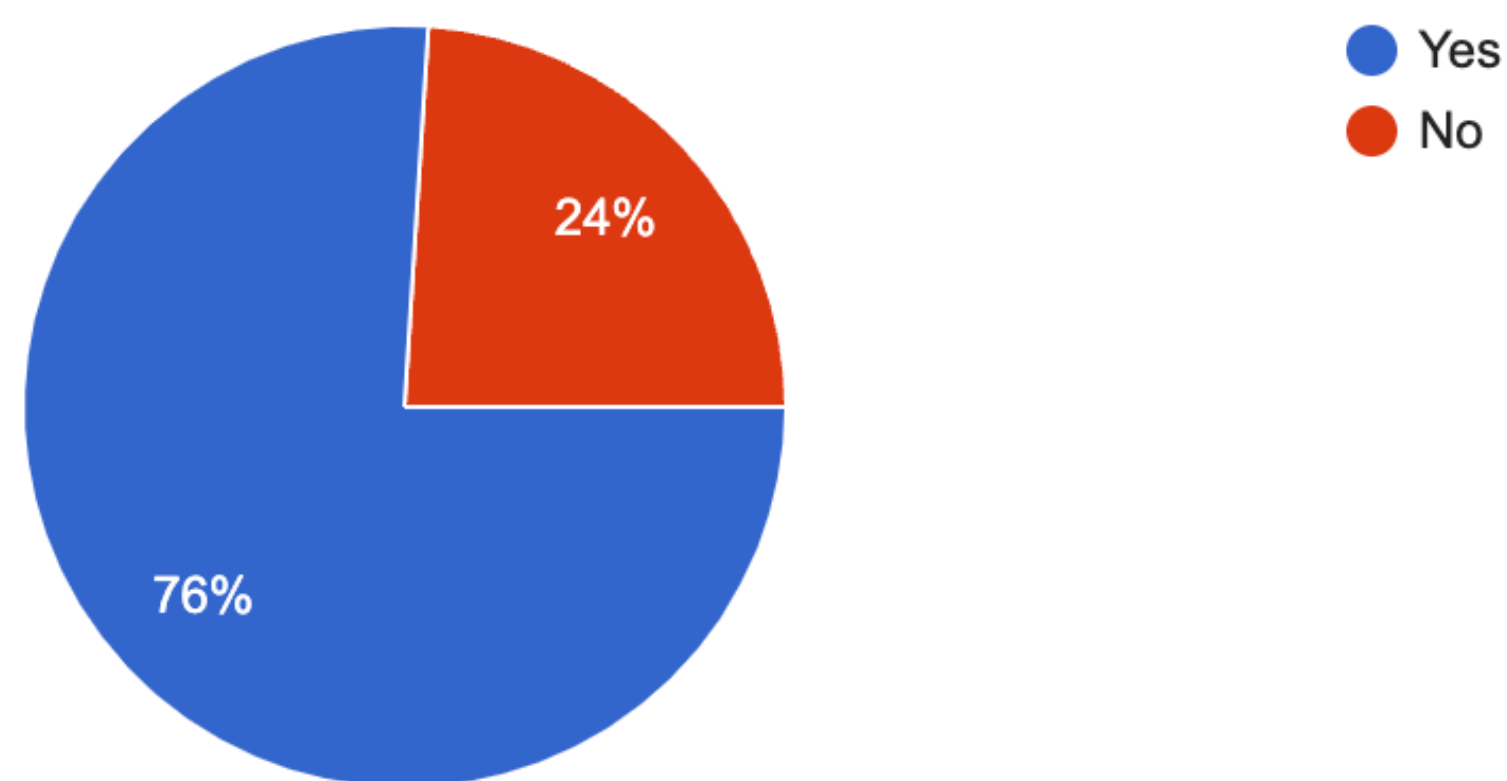
On a scale of 1-10, how stressed are you on an average day?

25 responses



Have you ever meditated?

25 responses

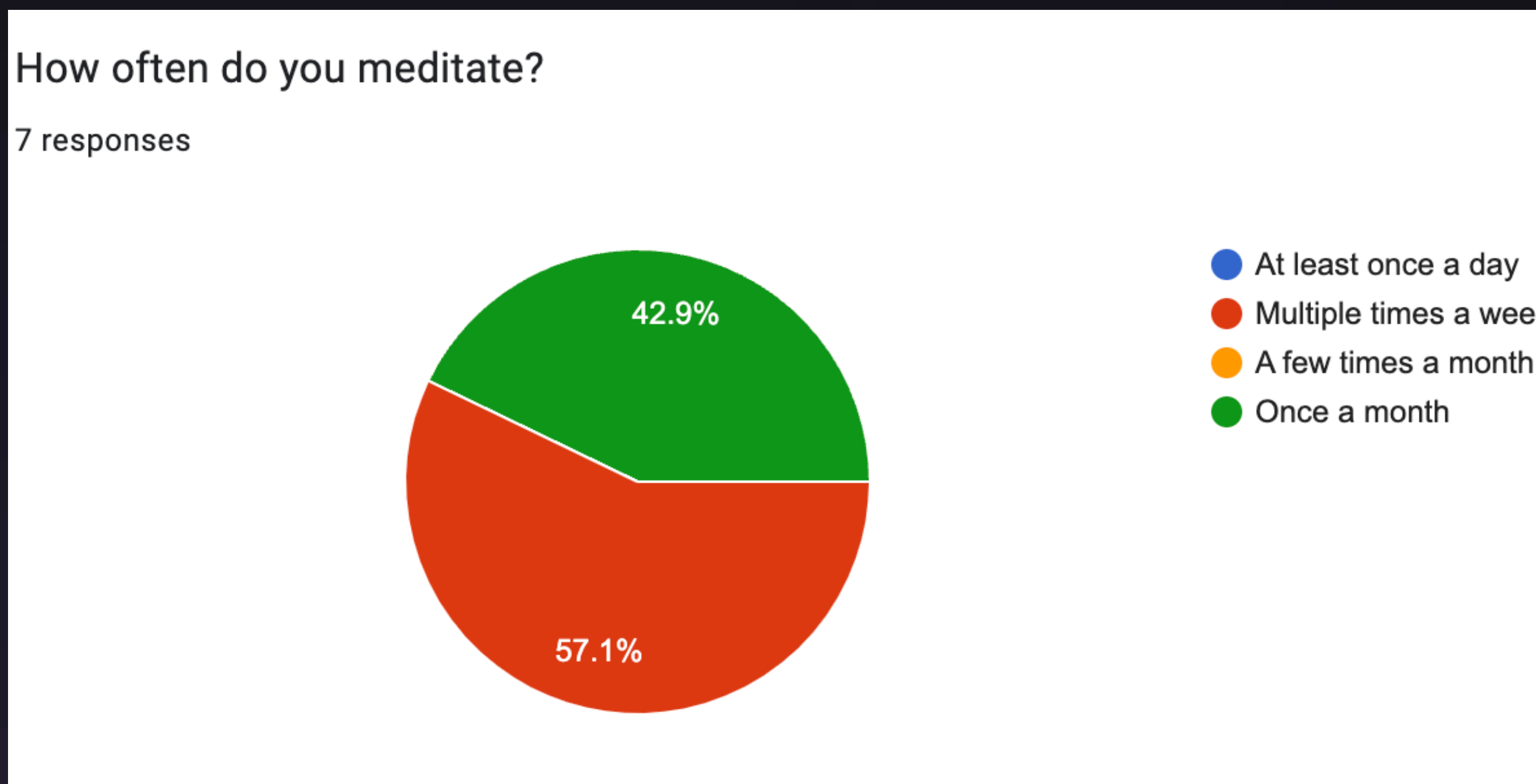


Our survey results showed that individuals feel high levels of stress day to day with spikes from those rating their **stress level from 5-8** which veers towards the extremely stressed side .



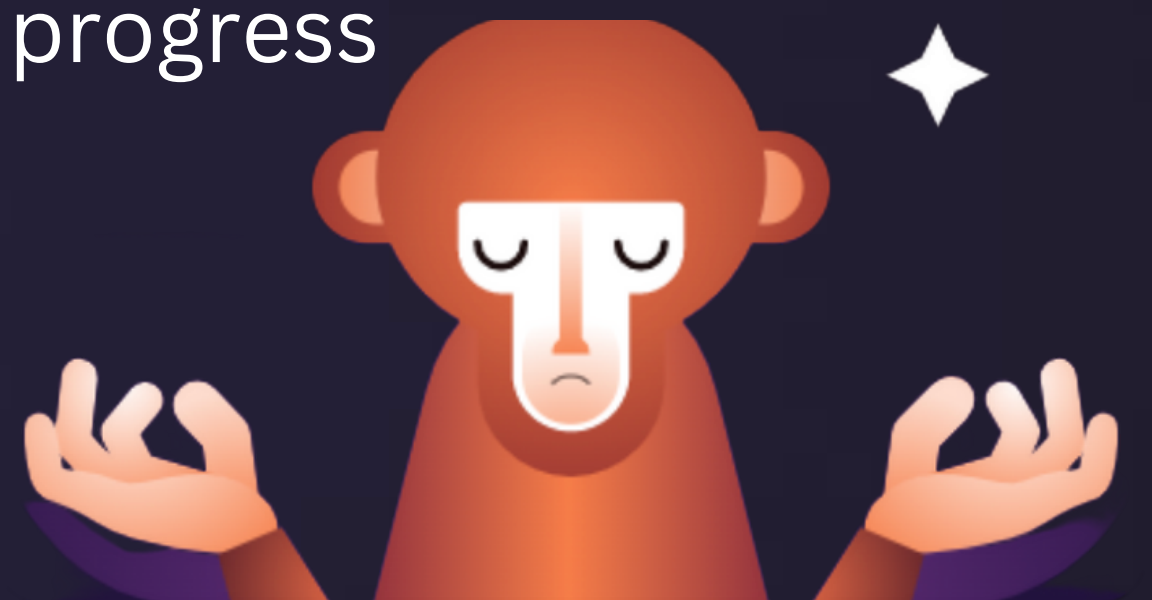
✦ With those results in mind it was also interesting to see that **76%** of respondents have meditated seemingly as means to mediate some of this day-to-day stress.

Survey Results



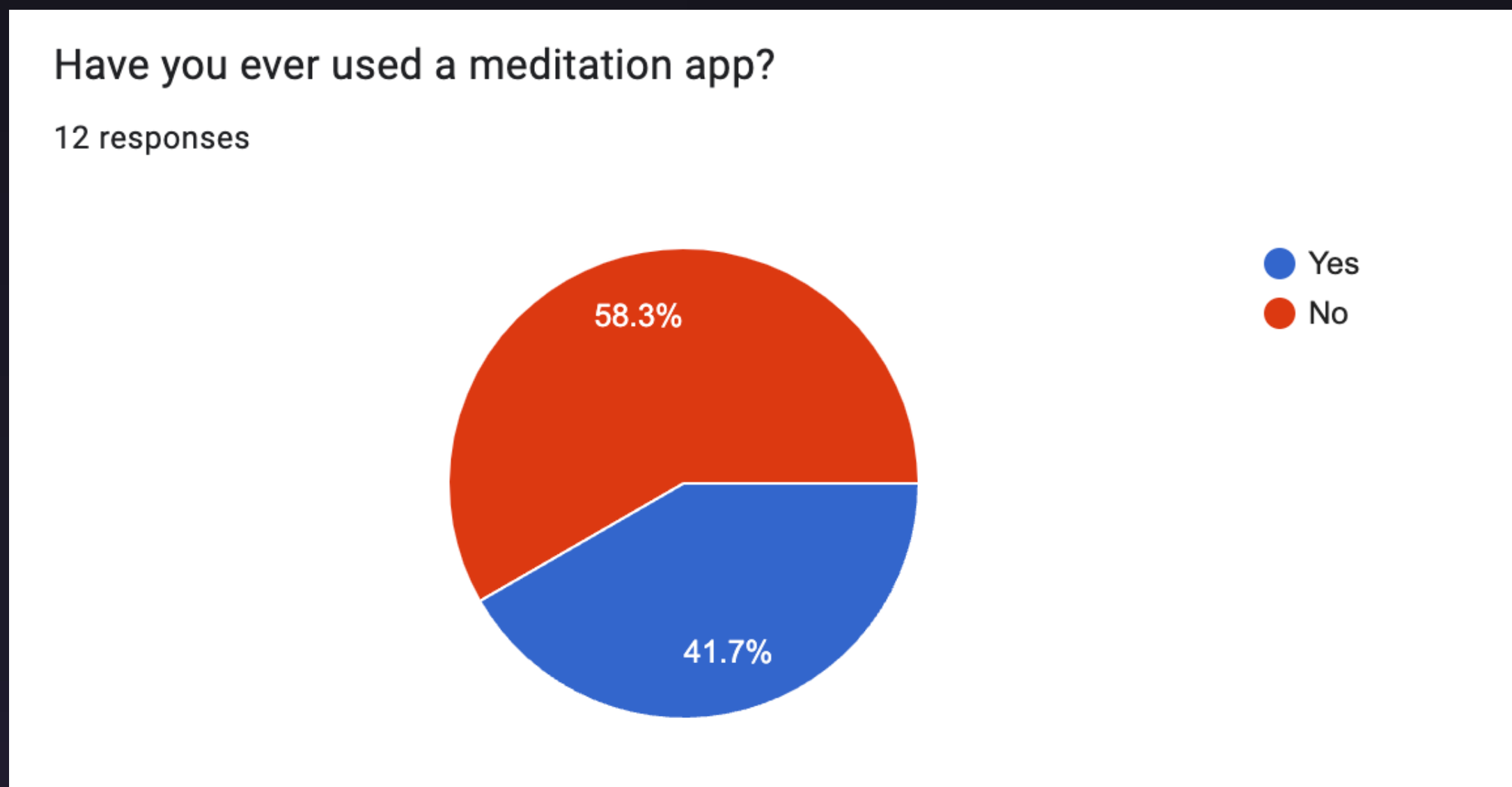
When asked how often people meditated, over half meditated multiple times a week while others about once a month. Some features that may increase Ogimi app users would be:

- **Streak Function**
 - The streak function would incline those that meditate to potentially meditate more frequently in being able to easily track their meditation and see their progress.
- **Visual Journey**
 - The visual journey would incentivize those who meditate frequently and allow them to visualize their goals and see their individual progress

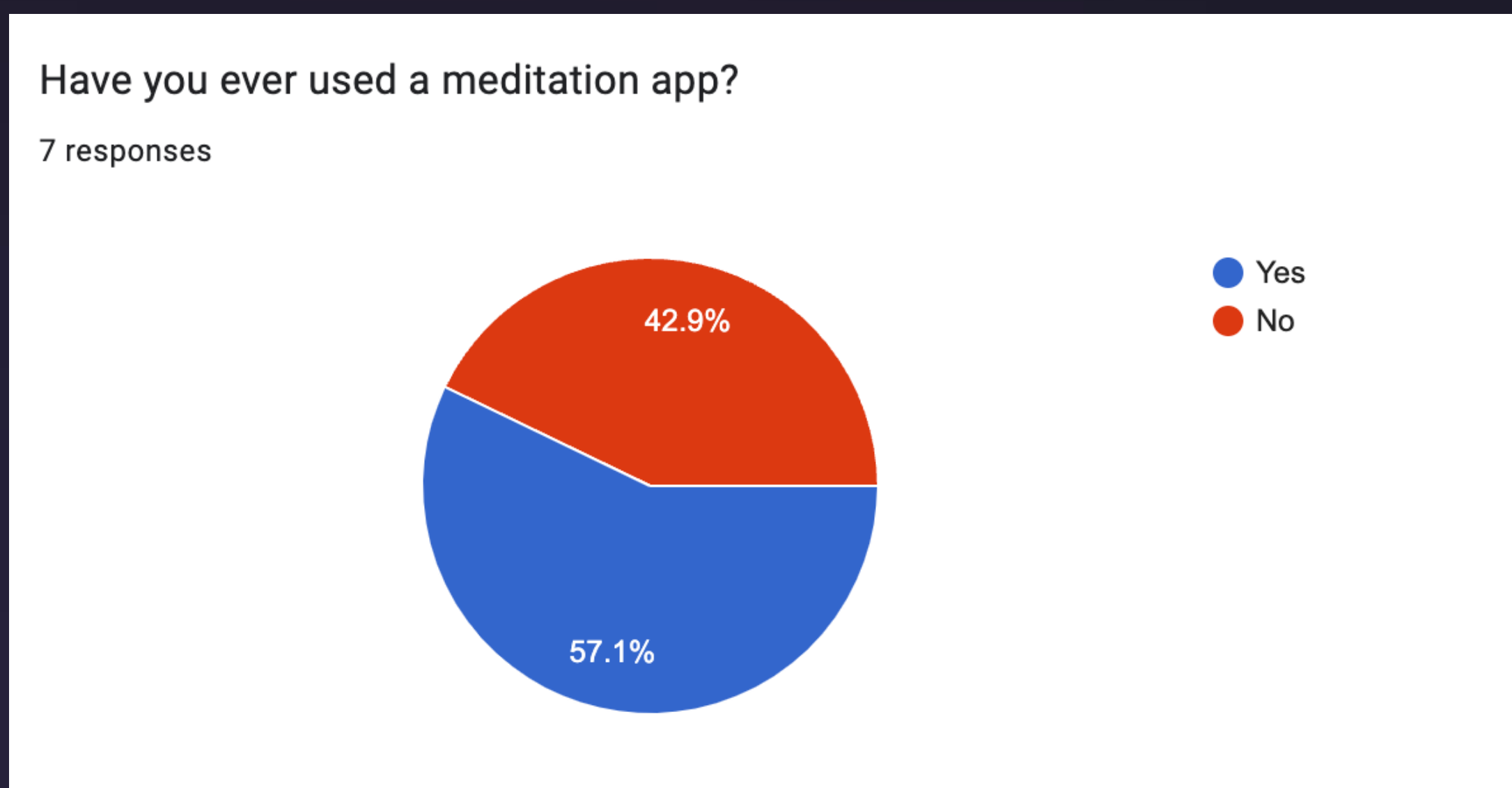


Survey Results

Past Meditators



Current Meditators



Survey results showed that over half of past meditators did not use an app when meditating while over half of those that currently meditate do use an app. With the Ogimi app we hope to retain those that already use an app and to shift to Ogimi, while also intriguing non-app users through the app's unique features.



User Interviews

For our follow up interviews we divided the interviewees into three separate groups, those that currently meditated, those that have meditated in the past, and those that have never meditated. Depending on which group the interviewee fell in, they would receive different questions that reflected their current practices. The average number of questions in each group was around 7, with the current meditator group having the largest section of questions. Each interview took roughly 5 to 7 minutes.

Our interviewees consisted mostly of Gen Z students with a history of meditation. Our interviews helped guide us in what features we should prioritize for our mobile meditation app, and the roadblocks people face in forming a habit of meditation.

User Interviews: Questions

Please introduce yourself.

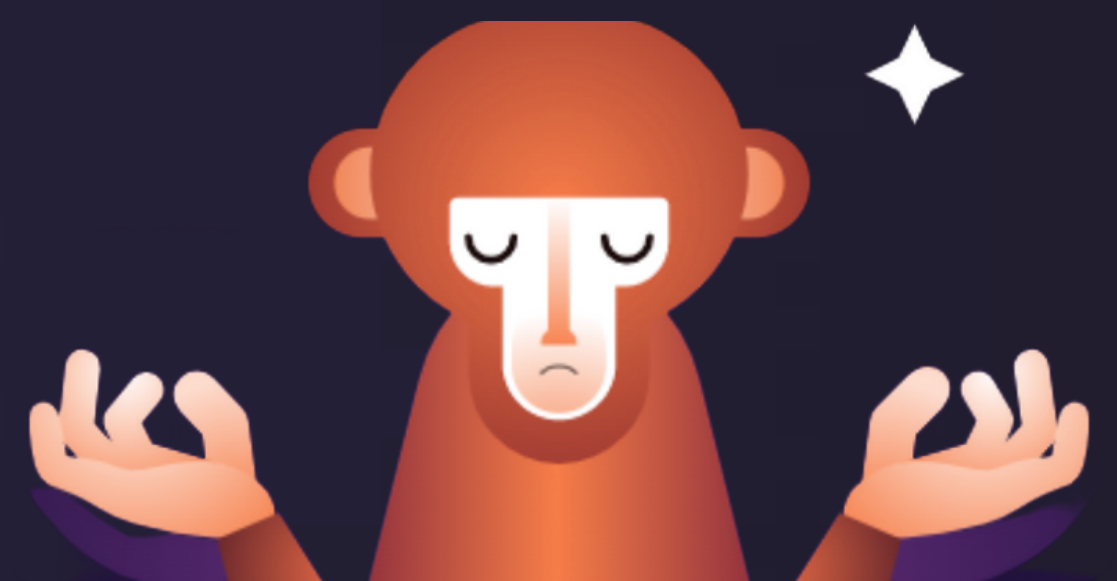
Past Meditator

- Do you feel that meditation has helped to relieve your stress - why or why not?
- Have you used an app for meditating?
- What features did you like about this app? What features didn't you like?
- Why don't you currently meditate?
- Do you partake in self care?
- What do you feel motivates you the most to meditate/partake in self care?
- Do you consider meditation to be a form of self care?



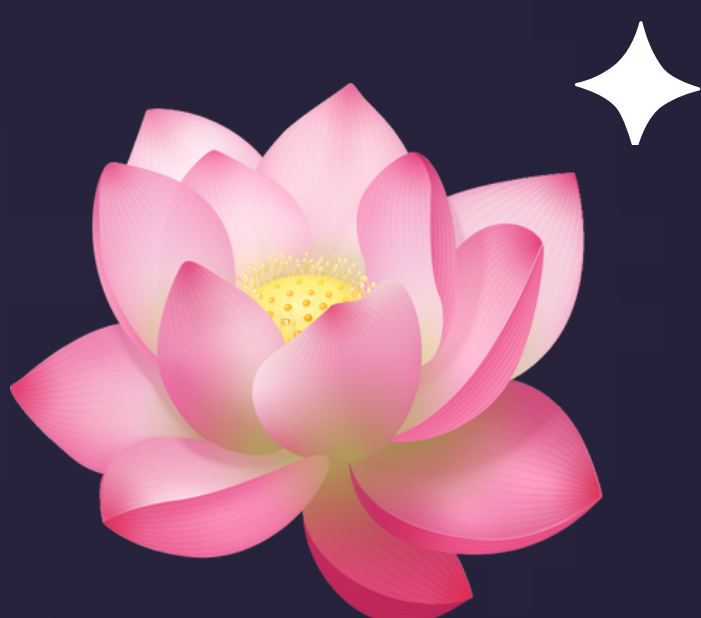
Current Meditator

- Why do you meditate?
- What are the benefits of meditating?
- What are the primary methods of meditation that you use in your day to day?
- Do you feel that meditation has helped to relieve your stress - why or why not?
- Have you used an app for meditating?
- What features did you like about this app? What features didn't you like?
- Do you partake in self care? What forms of self care do you practice?
- What do you feel motivates you to meditate/ partake in self care?
- Do you consider meditation to be a form of self care? Why or why not?



Non Meditator

- Why don't you meditate?
- What are some ways that you cope with stress?
- Do you partake in self care?
- What do you feel motivates you the most to partake in self care or get things done in your daily life?
- Do you consider meditation a form of self care? Why or why not?



User Interviews: Nola Boortz

Nola is a fourth year Psychology Major

Past Meditator

Do you feel that meditation has helped to relieve your stress. Why or why not?

- Yes, I would rate it a 6/10 on helpfulness. Trying to ignore troubling thoughts does more harm than good and results in more stress down the line, so if you work to acknowledge them through meditation and let them go, it acts as a helpful part of one's mental health journey. Practicing mindfulness helps to relieve overall stress and meditation sessions build on one another to help long term stress.
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Have you used an app for meditating?

- Yes, I've used the Calm app.

What features did you like about this app?

What features didn't you like?

- I liked the guided meditations. I find it hard to self meditate so I like having someone tell me what to do.

Why don't you currently meditate?

- I'm doing pretty well anxiety and stress wise, and the therapist I'm currently seeing doesn't really have meditation as part of her practice like my past therapists have. I kind of forget about it, and find it hard to focus. It's also hard to carve out time in my day to do nothing but meditate. I ultimately lack motivation to do it.
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User Interviews: Kate Yarbrough

Kate is a fourth year English major, and works an on-campus office job

Past Meditator

Why don't you currently meditate?

- I only would meditate when I was doing really bad, so I was pretty inconsistent and there became a negative association with it.

What do you feel motivates you the most in terms of self improvement or self care?

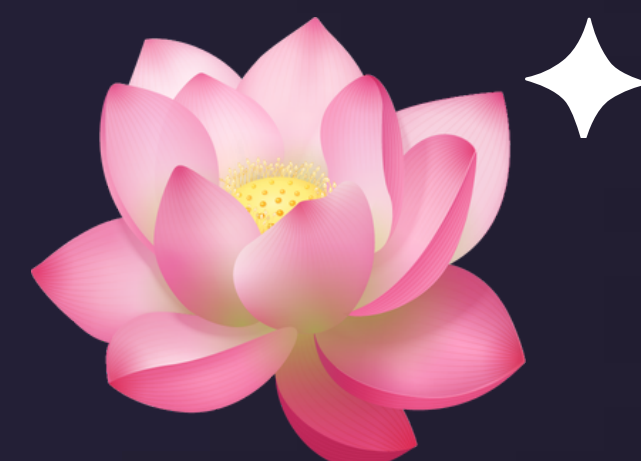
- The effort to make life better generally comes from dissatisfaction in the present moment. I feel that life moments that feel hospitable for change motivate me to do better for myself.
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Do you partake in self care? What form does that take for you?

- Yes, I try eating healthy and waking up at a consistent time every morning. I feel that establishing a routine, while also pushing out of my comfort zone and listening to my limits.

Do you consider meditation a form of self care?

- Yes, but like any form of self care it depends on the person. It's an active attempt to do something better for yourself, a choice with the intention of taking care of yourself. If you do it in the right way it has physiological effects and can decrease anxiety.



User Interviews: Alex Addis

Alex is 24 years old, post grad, and working as a chef in a restaurant

Current Meditator

Why do you meditate?

- I find it relaxing and it helps me to forget about the stress of the day, or alternatively it helps me start the day after a workout. Depending on the session, it can help give me energy or help me to relax.

How often do you meditate?

- Around twice a week.



What are the benefits of meditating?

- It helps with my peace of mind. When I meditate at night, it helps me to get to sleep faster, get better sleep, and relax. When I do morning sessions it helps get me more focused.

What are the primary methods of meditation that you use in your day to day?

- I primarily do sleep meditations to get to sleep at night. I also do end of the day reflections that are prompted by my Apple Watch. I usually don't have a lot of time to meditate at other times, other than night, during the day.

Do you feel that meditation has helped to relieve your stress. Why or why not?

- Yes, guided sleep meditation sessions help me to forget about the stress of the day and focus on relaxing and going to sleep.
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Moving Forward

Moving Forward we would like to hit more of a diverse target audience with our user research. We mainly stuck to students in our past interviews and research, so we'd like to reach out to more knowledge workers and millineals in the future.

As our app progresses, we also want to include more user interaction in our research, having participants walk through the app and get their feedback on its design and special features.

