

Georgia on your Mind



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Research Goals

Season Two of the *Georgia on Your Mind* podcast takes a deep dive into some unexplored ways UGA contributes to its home state's cultural, social, and economic identity. With each episode, listeners are introduced to captivating people and programs who have a huge impact on our state.

For our user research, we focused on two main areas: the website beta and the podcast itself. Using testing instruments and surveys, we collected data from several participants who fall into the target market for our podcast. The data collected from this research will allow us to make informed decisions on adjusting our website design and functionality. It will also help us understand what our listeners want to hear and why they're tuning in.

PRIMARY GOALS

Find out how to improve our website's design and functionality

Understand what listeners want to hear in our podcast

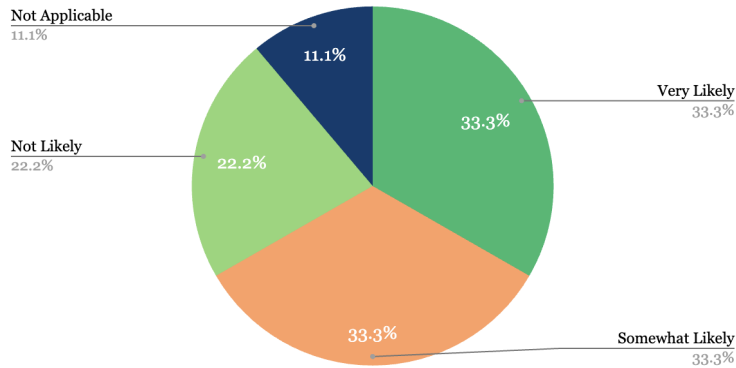
Gain insight on how to market this podcast and grow our audience



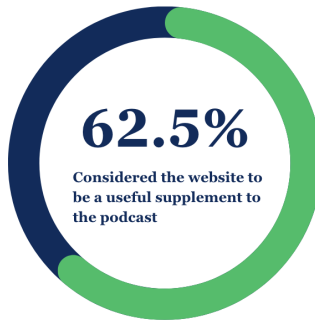
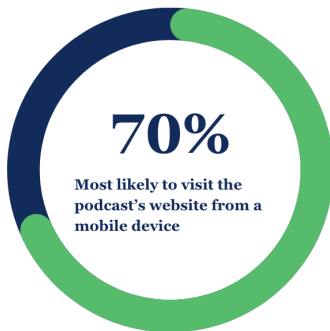
Our Findings

Quantitative Findings

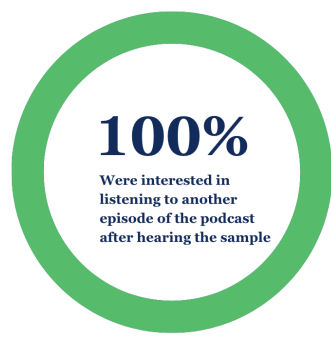
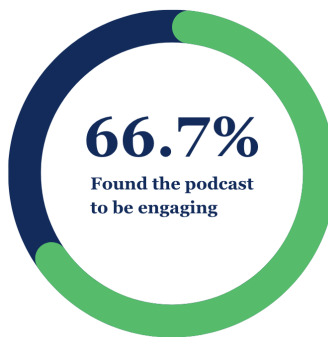
If applicable, how likely are you to listen to a podcast on your commute?



KEY WEBSITE STATISTICS



KEY EPISODE STATISTICS



Qualitative Findings

WEBSITE:

- Positive Feedback:
 - The website looks both clean and professional, making good use of visuals and white space
 - The “About” section is useful, providing relevant contextual information for the podcast, the hosts, and the NMI
 - The content featured on the website is strong, but it could be organized more efficiently
- Constructive Criticism:
 - We need to include more information (bio blurbs, additional links, etc.) about our guests featured on the podcast
 - There should be an easy, internal way to share the podcast episodes directly from the website
 - The website would benefit from being split up into multiple pages, as participants felt like they were scrolling forever
 - We can tease all of the available content (with clickable links, buttons, images, etc.) without including all of it on the home page
 - Clearly differentiate between the sections/pages that house the two seasons of the podcast

PODCAST:

- Positive Feedback:
 - Participants found the introductory section of the episodes to be important for setting the tone and giving context
 - Engaging tone of voice from the hosts
 - Valuable insights shared by the guests
- Constructive Criticism:
 - We should focus on ensuring the flow and transitions between segments of the episodes feel both informal and natural
 - Showcase more of the dialogue back and forth, as opposed to simply questions and answers
 - Make sure the audio mixing is balanced
 - The editing technique of fading in and out could be distracting for some listeners
 - Cut out the fluff and less-engaging moments from the interviews to avoid dragging the episodes on / creating a lag in the listening experience



Key Quotes



The website looks great. Did you guys design this? It looks really professional.

I think you could give more of a description of each guest. I would've liked a little more information.

When I click to learn more, it takes me to the top of the website instead of the NMI website.



Implemented Changes

Based on the findings from our user testing, we have **three goals** for our podcast website and we will **implement changes** accordingly:

Ensure all links are working and pages are displaying properly

During the research, some participants discovered links were broken or working incorrectly. We will correct the coding to ensure the website is functioning properly.

Create a clear distinction between seasons 1 & 2, layout the theme for each

Many participants could not tell us how seasons 1 & 2 differed. They also struggled to find information about each season. We will make sure the season descriptions are readily available.

Provide users with more information on the podcast guests

Many participants said they would like to see more information about the guests on each episode. We will add bio information for each guest featured in Season 2.



Appendix

Research Method Details

TARGET MARKET

- Aged 18-34
- College-educated
- Leans more female
- Mostly white

PARTICIPANT RECRUITMENT

To recruit participants for our user testing, our team put a message out on the NMI slack channel encouraging subjects to take part in our testing. We also sent other potential subjects an introductory message via email or text to see if they'd be interested in taking part in the testing. Upon agreeing, each potential participant was then sent a screening survey to confirm they would fit our target market.

PARTICIPANT DEMOGRAPHICS



Our study participants accurately represent our intended audience. Our target demographic, outlined for individuals aged 18-34, aligns closely with our participant pool with 88.9% of our participants within the 18-22 range. Our projection of an educated audience is substantiated by more than half of our participants having a bachelor degree, and 66.7% presently enrolled at UGA. While our findings indicate a relatively low percentage (33.3%) of daily podcast listeners, a noteworthy 77.8% live in Georgia. This geographical concentration suggests a strong correlation between our podcast's potential audience and the state of Georgia.



STUDY PROCEDURE

- Confirm that participant fits target market through screening survey
- Follow up to schedule day and time to conduct interview
- Send consent form to sign and give back before interview
- Send pre-test survey to take before conducting interview
- Conduct actual interview
- Send post-test survey (and System Usability Scale) to take after conducting interview

Testing Instruments

PARTICIPANT SCREENING SURVEY

https://docs.google.com/forms/d/e/1FAIpQLSel-vB9FoNHpmsmNaofFZCodISoIztTeUgVMwvgYJpIEdVTHg/viewform?usp=sf_link

SIGNED CONSENT FORMS

https://drive.google.com/drive/folders/1E6TXxPnUQDaI7nk83PE5OdeZhJvRjwgP?usp=drive_link

PRE-TEST SURVEY

https://docs.google.com/forms/d/e/1FAIpQLSenrIphZxl-VzaPC6TAbV1inJ6ho4OLjKkXwINzTgxx9iQDbA/viewform?usp=sf_link

POST-TEST SURVEY

https://docs.google.com/forms/d/e/1FAIpQLSfwyuxGMP2kK5aqFmVhmiR7LURvQA4SI525Qz2n6nhixA4EiQ/viewform?usp=sf_link

INTERVIEW QUESTIONS

<https://docs.google.com/document/d/1hVY5HegP5VaIT1VCjByowtFg9xJ8kMmIGL3iCYCVIg/edit?usp=sharing>

POST LISTENING SURVEY

https://docs.google.com/forms/d/e/1FAIpQLScddmVyzeT_Yf41WTmqkoC14JQzu_qM_b2GjXhwnxxJ-oEz4A/viewform?usp=sf_link

SYSTEM USABILITY SCALE

https://docs.google.com/forms/d/e/1FAIpQLSdLinoJ3OlscGdIdFP-sN1yvWdPRgiEWL0BMe-X5mnuZo2Ccg/viewform?usp=sf_link





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