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2b: Contextual Inquiry Plan

Potential users of our design are those who regularly engage in nonessential spending, including those who already use a budgeting app. Our app will be used to track and cut back on discretionary spending. For our contextual inquiry we will seek out people engaging in recreational shopping at University Village. We will stand in one of the central areas and talk to people who already have some purchase in their hands. After asking a large enough group of people if they are willing to talk to us we should get a fair number of participants and from that group some will most likely be current users of budgeting apps.

We will start by interviewing them about their recent discretionary spending at the mall. Some possible initial questions would be:

What did you buy today?

What motivated you to make this purchase?

Do you set goals for your nonessential spending?

What are some things that get in the way of or help you reach those goals?

We will then ask if they use any budgeting apps and if they do ask if they would feel comfortable showing us how they use this app. This will take us into the “apprentice” role as we can have them show us how they use their current app and get insight into what it might be lacking.