

What problem does Kelvin aim to solve?

- It is a way to collectively measure things online--completely user-determined.
- It is also a layer of communication “on” websites with hopes to add context to the internet

How do people currently solve this problem, if at all?

- There is nothing in the market that currently allows people to do this in the way that Kelvin does.

Who are your first early adopters?

- Power Reviewer (amazon, yelp, stack exchange, etc.) - Driven by need to help others (strives to be informative, well researched, motivated by achievement, etc.)
- Peanut Gallery (Reddit, YouTube comment section) - driven by self absorption (look at me, I am smart, funny, mean, right, etc.)
- Imgur - Same as peanut gallery but nice instead of mean
- Desired user type: Stack exchange (content creator) + Imgur (peanut gallery) - Kind of like Product hunt

Who are your competitors?

- Amazon, Yelp, Stack Exchange, Reddit, YouTube, Imgur, etc.
- Any site that our desired user can use to meet their need to express themselves (in the way mentioned above) is a possible competitor to Kelvin.

User Research

- **Determine if survey respondent is your target user**
 - How often are you online?
 - Often

- Sometimes
 - Never
 - Don't Know
- What do you typically do online?
- Which of the following sites do you use, if any? Indicate all that apply.
- Amazon
 - Yelp
 - Stack Exchange
 - Reddit
 - YouTube
 - Imgur
 - None
- If you answered yes to the above question, how often do you visit these sites?
- Often
 - Sometimes
 - Never
 - Don't Know
- If you answered yes to the third question, how often do you contribute to the content (reviews, comments, posts) in these sites?
- Often
 - Sometimes
 - Never
 - Don't Know

- **Understand physical environment in which someone will use your product**
 - What device do you typically use to browse online?
 - Smart Phone
 - Tablet
 - Laptop
 - Desktop Computer
 - Smart TV
 - Other
 - Which of the following most closely describes your surrounding when you are engaging with one of the sites mentioned above?
 - At your office at a desk
 - In your room at the desk
 - In your room on the bed
 - At home on the sofa
 - At the kitchen table
 - In the waiting room before an appointment
 - Other (please describe): _____

- **Understand habits** (“Startups are trying to create new habits around a product. New habits are hard to create but inserting a new hook into an existing habit is much easier.”)
 - When do you use the sites listed above?
 - What prompts you to contribute to the content of these sites?
 - What do you like the most about these sites?
 - What do you like the least about these sites?

- **Understand demographics**

- What is your age?
 - Under 12 years old
 - 12-17 years old
 - 18-24 years old
 - 25-34 years old
 - 35-44 years old
 - 45-54 years old
 - 55-64 years old
 - 65 years old +

- Where do you live?

- What is the highest level of school you have completed? If currently enrolled, highest degree received.
 - No schooling completed
 - Nursery school to 8th grade
 - Some high school, no diploma
 - High school graduate, diploma or the equivalent (for example: GED)
 - Some college credit, no degree
 - Trade/technical/vocational training
 - Associate degree
 - Bachelor's degree
 - Master's degree
 - Professional degree
 - Doctorate degree

- What is your employment status?
 - Employed for wages

- Self-employed
 - Out of work and looking for work
 - Out of work but not currently looking for work
 - A homemaker
 - A student
 - Military
 - Retired
 - Unable to work
- If you work, what is your profession?

Usability Testing

- It is important to test this product on your desired user type to understand if your product is easy to use and understand.
- It is possible to do the testing remotely and nice to have the screen capture with the audio track.
- Give the participant specific tasks to complete in your app (preferably within the environment a user is expected to use the app). For example:
 - Register your account
 - Sign In
 - Download the Chrome extension
 - Introduce a site to Kelvin
 - Rate the site
 - Remark on a site

- Make sure not to give the participant hints when they seem lost or influence them in any way. But ask them to speak their thoughts out loud so you can understand what is going on. Ask them to describe how they expected the system to work and why they had that expectation.
- While testing record these measures:
 - The participant's reaction to the task.
 - How long it takes to complete the task.
 - If the user failed to complete the task.
 - Any terminology that presented a stumbling block.
- End with these questions:
 - Would you recommend Kelvin to a friend?
 - How would you describe Kelvin in one or more words?
 - If you were to review Kelvin what score would you give it out of 10?
 - What do you find most frustrating about Kelvin?
 - If you could change one thing about Kelvin, what would it be?
 - What do you like best about Kelvin?
 - What do you like least about Kelvin?
 - How can we improve Kelvin?
- Analyze the results
 - Completion rate (the percentage of tasks the user was able to complete)
 - Error-free rate (the percentage of tasks completed without errors or hiccups)
- If you already have users contacting to you about specific pain points in the app, this is very important information and a great place to start.