

## APPROACH

I started brainstorming questions for the interviews and when I got into it about 5-6 questions I realized that it would make more sense to do a survey first to qualify some interview leads and approach those that seemed to have the most interest in an app like GoDrive and THEN interview as many of those respondents as possible. This insight allowed me the chance to ensure I got permission to interview people ahead of time so when I ask for an interview, they have already opted in.

# 76

RESPONDENTS

## TYPEFORM ONLINE SURVEY

I was able to post a short survey on two targeted Facebook groups I belong to (Milwaukee Region SCCA and Chic Racers) as well as my personal Facebook wall and a North American Subaru Forum (NASIOC) I've been part of for 15 years. Based on initial analysis, the target audience is interested and enthusiastic about a mobile app with the functionality that I am proposing with GoDrive.

# 95%

OF RESPONDENTS  
ENJOY DRIVING

## TYPES OF DRIVING ENJOYED

SPIRITED	66%
COMPETITIVE	65%
LEISURELY	60%
COMMUTING	19%
OTHER	6%



# 87%

USE GPS WHILE DRIVING



# 90%

USE APPS FREQUENTLY

## WOULD YOU USE THE APP TO...

# 88%

FIND A ROAD  
TO DRIVE

# 55%

MAP A ROAD  
YOU ENJOY  
DRIVING

# 50%

RATE A ROAD  
YOU'VE DRIVEN

# 42%

SUGGEST A  
ROAD TO BE  
MAPPED

# 39%

COMMENT ON  
A ROAD YOU'VE  
DRIVEN

## APPROACH

Since there were so many respondents willing to be interviewed, I decided to impose some additional criteria to narrow the list down to 16. I used the following criteria: “Yes” to liking driving and selected three or more items in the “Would you use an app to...” question. This allowed me to narrow the field and send an email out to the remaining 16 respondents requesting an interview within a 3 day window from Sunday to Tuesday. I knew this would narrow the field further, but still resulted in enough interviews to bear out the idea.



**INTERVIEWS**

## PHONE INTERVIEWS

I scheduled these interviews to be 15-20 minutes to keep it short and easy to fit into anyone’s busy schedules. Most took 20-30 minutes with the longest lasting over 40 minutes because the interviewee had a lot of thoughts on functionality, which I was more than happy to take down. I was encouraged to find that the interviewees not only liked the idea, but all of them wanted to help with testing prototypes later.

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## TARGET AUDIENCE

As I had suspected, the places I had posted the survey did attract the audience that I had intended for the app. Most (5 out of 6) enjoyed “Spirited” and “Competitive” driving and the other enjoyed “Leisurely” drives with his wife to unwind and have some time to enjoy the area they live in and visit historic lighthouses.

All of the interviewees owned what they considered an “every day car” as well as a “fun car” used for activities including SCCA Solo2 racing, hillclimbs, Road Rally or their summer convertible sports car. When asked about their fondest memories surrounding driving, every single person had a very detailed story about a particular trip or a memory about family that sparked their interest in driving and fueled their life-long love of driving for fun.

When asked what features they would use most, 5 out of 6 listed “Find a road to drive” and all of those agreed it would be what they would use most, both at home or when looking to take a vacation or road trip. The sixth stated that he would “Map a road you enjoy to drive” the most, but would want to have the app recording his path so that after the fact he could go back to see his drive and decide if it was something he’d like to repeat. This insight brought up a very interesting observation – one that has privacy implications, so I will have to be careful about how such functionality could be willingly accomplished. Perhaps you have to activate the app to allow it to record your GPS information, with a “Allow” or “Do Not Allow” sign-on feature to protect privacy.

I also asked about the app name, GoDrive, and got a consensus that is was: “short, memorable and tells what the app does simply” responses from everyone.

All six interviewed were enthusiastic about testing the app in wireframe and prototype form.