

EXGwear: X-Buds

# User Research Report

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June 1, 2020

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## Introduction

In this report you will find a collection of research our team conducted in order to better understand potential users wants and needs out of X buds.

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## Summary of Research Findings

Our team put together a survey that asked questions relating to stress, how users currently deal with their stress, and how they might want to use X-Buds to better manage their stress and improve overall wellness. Along with

From a total of 68 responses we found that a X Bud user would commonly be a **female in the age range of 20 to 25 years old who is a full time employee.**

### Overall Trends

- STRESS:

- Experiences mostly mental and social stress

- Typically feel stress at work and home

- Feels some level of stress all the time

- STRESS RELIEF PRACTICE

- Practices stress relieving activities at least once a day

- Enjoys exercising, listening to music, and passive activities (crocheting/knitting, puzzles, reading) likes an occasional alcoholic drink

- USE OF X BUDS

- Wants to use headphones for work and personal use

- Wants notifications through app

- Wants daily reports of levels as well as when stress levels rise

- TECHNOLOGY:

- 69.1% apple users

- 30.9% android users

- SKEPTICISM

- Concerned with giving up personal data willingly

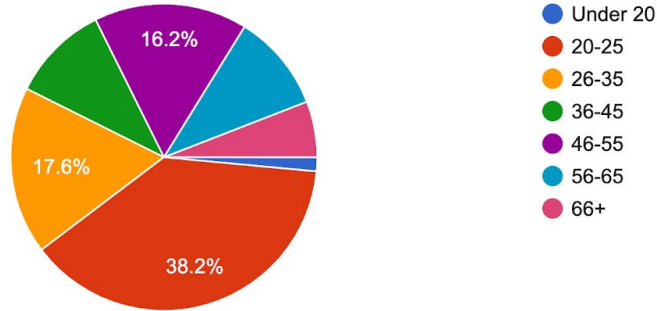
- Would be

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## Survey Results

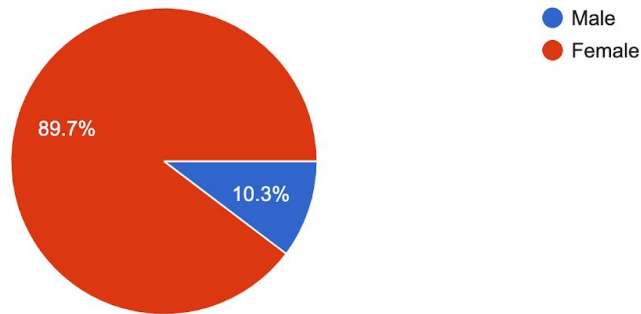
What is your age range?

68 responses



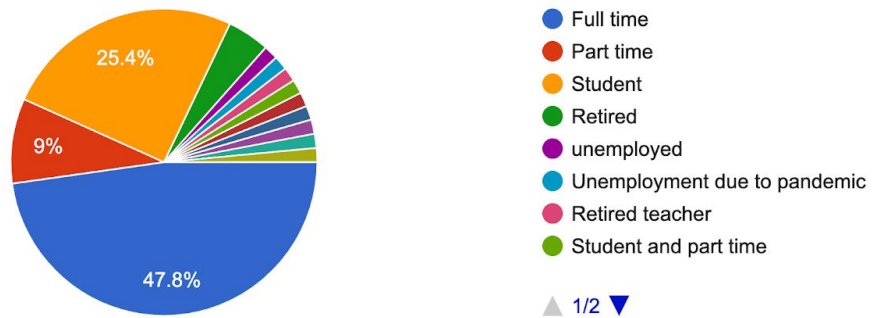
Gender:

68 responses



Occupation:

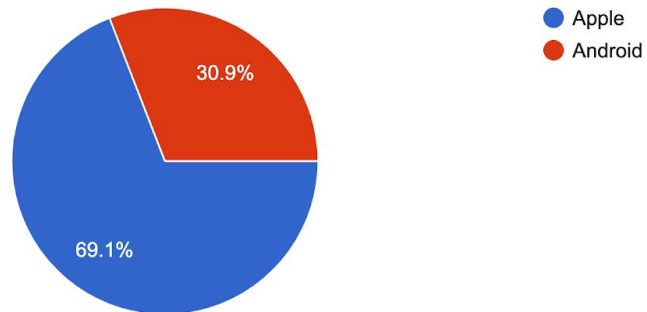
67 responses



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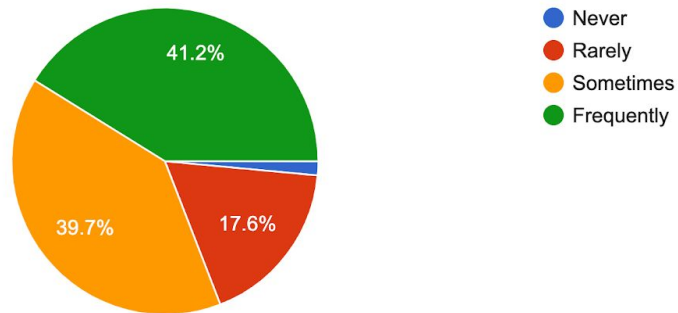
Do you use Apple or Android products?

68 responses



How often do you experience stress daily?

68 responses



What do you currently do to reduce your stress?

**Physical Movement: 39**

- Exercise (no specification): 18
- Go on walk: 9
- Yoga: 6
- Running: 3
- Working out: 1
- Go for a hike: 2
- Go to park: 1

**Activity: 24**

Passive: 15

- Listen to music: 8
- Watch tv: 5
- Listen to podcast: 2

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Active: 9

- Knit/crochet: 2
- Games on computer: 2
- Reading: 3
- Puzzle: 1
- Journal: 1
- Singing: 1

**Breathing: 10**

**Substance: 8**

- Alcoholic beverage: 6
- CBD oil: 1
- Smoking: 1
- Medication: 1

**Social:7**

- Calling family/friend: 6
- Socialize in person: 1

**Self Reflecting: 7**

- Meditate: 5
- Self talk: 1
- Daily affirmations: 1

**Organizing/Cleaning: 6**

- Making lists: 3
- Clean: 2
- Light a candle: 1

**Relaxing: 6**

- Sleeping: 4
- Cuddling: 2

**Religious: 5**

- Prayer: 4
- Bible study: 1

**Hygienic: 5**

- Shower: 4
- Bath: 1

**Nothing: 2**

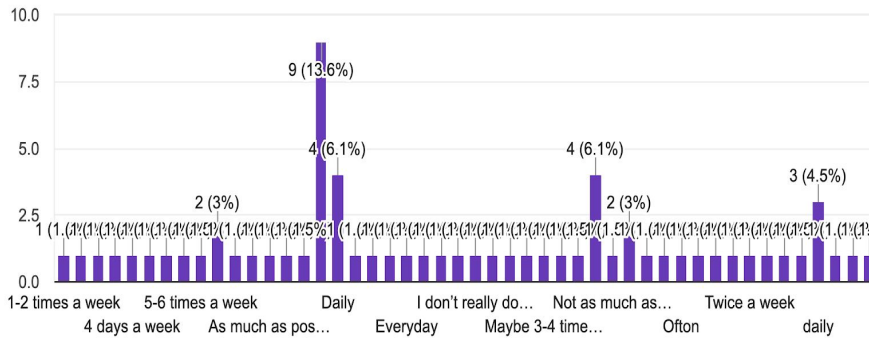
**Cry: 1**

**Eating: 1**

### How often do you practice stress relieving activities?

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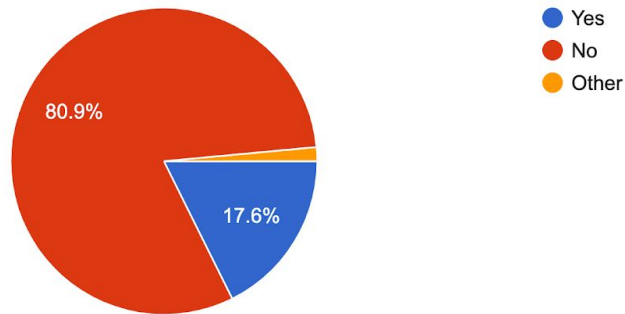
66 responses



At least once a day: 20  
A few times a week: 11  
Hardly ever: 5  
As often as possible: 2  
Almost daily: 2  
Never: 2  
1 to 2 times a week: 2  
4 to 6 times a week: 2  
When necessary: 1

### Do you take any medication to help with your stress levels?

68 responses

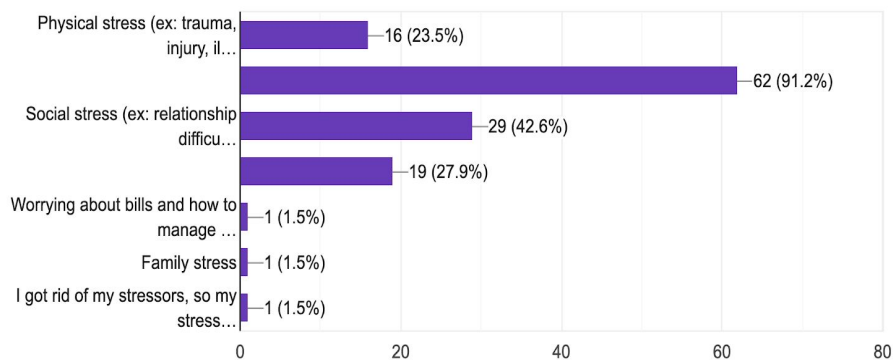


### Where and when do you most commonly experience stress?

Where	When	Circumstance
At Work: 26 At Home: 10 School: 9 Public Places: 4 Driving: 3 Everywhere: 3	All the time: 4 Evenings: 3 Afternoons: 2 Before sleep: 1 Morning: 1 Different times: 1 Randomly: 1	Family struggles: 2 Finances related: 1 Can't accomplish goals: 1

### What type of stress do you experience? (select all that apply)

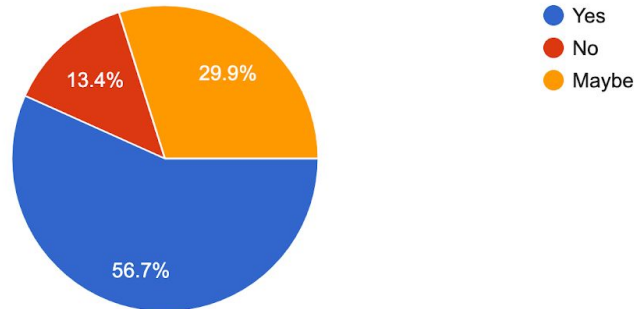
What type of stress do you experience? (check all that apply)  
68 responses



Mental: 62  
Social: 29  
Existential: 19  
Physical: 16

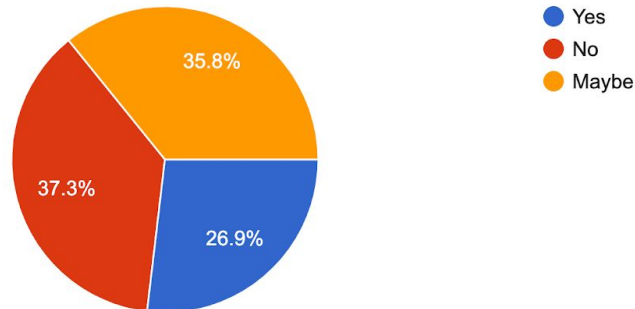
Would you feel comfortable wearing headphones that you can use for regular activities (listening to music, taking calls, etc.) but can also analyze y...waves in order to understand your stress patterns?

67 responses



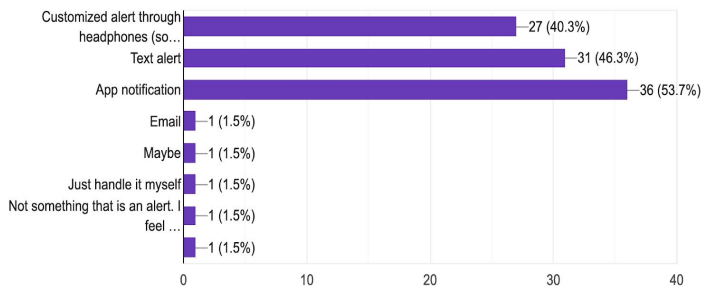
Would you want the option to share the information with your place of employment in exchange for stress management allowances?

67 responses



How would you want to receive information about your stress levels? (select all that apply)

How would you want to receive information about your stress levels? (check all that apply)  
67 responses

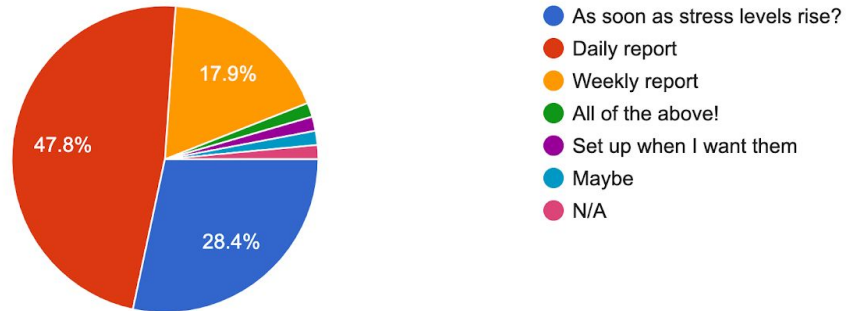


App notification: 35  
Text alert: 30  
Customized alert through headphones: 25  
Other: 5

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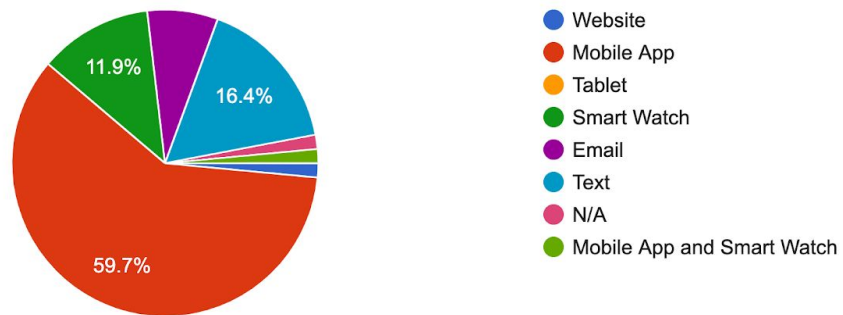
How often would you want an update on your stress levels?

67 responses



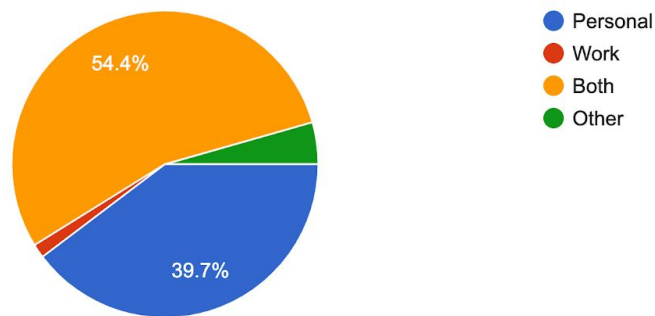
Where would you want to locate your information and stress patterns?

67 responses



Would you use this product for personal or work use?

68 responses

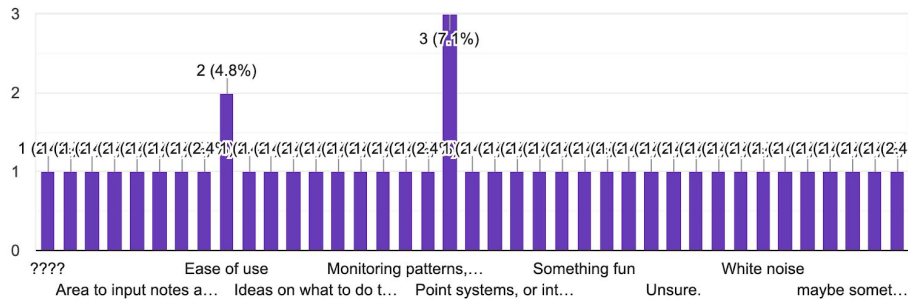


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## What features would you want to see in this app to keep you engaged/compliant?

What features would you want to see in this app to keep you engaged/compliant?

42 responses



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## Competitive & Comparative Research Summary

For competitive and comparative research, we started with researching **meditation-, fitness- and subscription/reports-** apps and websites. We wanted to research not only competitors, but also comparators that could help us gather information on what to include for X-buds. X-buds sense the brainwaves and can detect when stress levels arise, and therefore we wanted to look into meditation platforms in order to learn more about how to manage stress. In addition to meditation platforms, we also wanted to look at other branches such as fitness and subscription/reports platforms, as Prakash mentioned he is interested in a subscription-based platform for EXGwear's X-buds. Those platforms also help us learn more about goal setting and how to properly report information to users in an understanding and clear way.

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## DIRECT COMPETITORS

We did research and found out that there are a lot of companies that are detecting brain waves using headbands, but not a lot of successful companies that use headphones. The one worth mentioning is called **The Aware**. The Aware are fundraising on Kickstarter, and they are the world's first custom-fit headphone with brain & biometric sensing. They are noise cancelling and connect to users' phones via bluetooth. In addition, they have an eFit 3D scanner to precisely capture unique differences of each ear. Because of the perfect fit, these custom biosensors are able to achieve complete, consistent contact with the surface of the ear, enabling them to reliably capture biometric and brain wave data. The Aware has 3 price packages that provide real-time feedback about focus, stress, relaxation and sleep patterns, and help increase focus, lower stress levels, understand sleep patterns and helps guide people to be more mindful.

## MEDITATION

In regards to meditation platforms, we knew that Prakash talked about **Flow.is** being a potential collaborator with X-buds, and therefore we wanted to research and include them in our feature inventory. We also included **Muse**, which is a multi-sensor meditation device that provides real-time feedback on your brain activity, heart rate, breathing, and body movements to help you build a consistent meditation practice. **Headspace** is another meditation product that is subscription based with hundreds of guided meditations on everything from stress to focus to relationships.

## FITNESS

In regards to fitness platforms we considered **FitBit**, **Nike Run Club**, and **Sweat**. **FitBit** seems to offer a similar service and functionality that aligns with X-buds ultimate goal. **FitBit** offers a physical product (band around a wrist like a watch) that records body levels and then stores information into an app. The app also provides content for users such as workout plans, a community outlet, and nutrition information. **Nike Run Club** is an app where users are able to track their workouts as well, it is not mandatory to have a physical product in order to use the app but still offers the ability to sync with smart devices. This app also provides workout videos, plans, etc. and has a social feature allowing a user to interact with a community. **Sweat** is a workout app geared towards women that are working out at home. While at home workouts are their main focus the app also offers workouts that are available for outside and in a gym too. **Sweat** has similar offerings like **FitBit** and **Nike Run**

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**Club** with challenges that you can compete in with friends or with the general **Sweat** community. They also have nutrition information and ability to invite friends to join through multiple communication streams (social media, email, text, etc.)

## TRACKING

In regards to tracking platforms, we investigated a handful of companies that offered different services and product types. These companies included, **Toggl, Hours, Forest, RescueTime, Momentum, Pocket and Evernote**. Though these apps are not trying to offer a meditation or calming service based on physical data, the way these apps package and present the information from the reports they run provides valuable insight into ways that X-Buds could perform such reports. In addition to these reporting systems, **Pocket** offers a unique way to download articles found while browsing in order to refer to later on or offline. I think that this could be a way that X-Buds could store information, articles, music, podcasts, mediation audio etc. for use during periods of 'high stress'. Apps like **Momentum** and **Forest** add gamification to their platform to make staying focused and off your phone more appealing. This could be interesting for X-Buds to look into. I believe that a gamification type asset for meditation or staying calm could be helpful/beneficial to its users.

## Feature Inventory Analysis

**Our goal with the feature inventory was to compare and identify common features among the apps, as well as to visually analyze how to best provide customers of X-buds with the information needed.** User Research showed us that users are Apple iOS users that prefer seeing their information laid out in a mobile application. Therefore, we wanted to research what other competitor and competitor apps' key desired features are, and how we could best add those features in our design process later on. Through our research and feature inventory we were able to better understand what features to prioritize and in order to make well-informed design decisions moving forward.

### Apps and Websites Analyzed

Meditation Apps	Fitness	Subscription
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<p>Muse:  <a href="https://choosemuse.com/">https://choosemuse.com/</a>          Headspace:  <a href="https://www.headspace.com/">https://www.headspace.com/</a>          Flow:  <a href="https://www.flow.is/">https://www.flow.is/</a></p>	<p>FitBit:  <a href="https://www.fitbit.com/us/technologies">https://www.fitbit.com/us/technologies</a>          Nike Run Club:  <a href="https://www.nike.com/nrc-app">https://www.nike.com/nrc-app</a>          Sweat:  <a href="https://www.sweat.com/">https://www.sweat.com/</a></p>	<p>Toggle:  <a href="https://toggl.com">https://toggl.com</a>          Hours:  <a href="https://hourstimetracking.com">https://hourstimetracking.com</a>          Forest:  <a href="http://forestapp.cc">http://forestapp.cc</a>          Rescue Time:  <a href="https://www.rescuetime.com">https://www.rescuetime.com</a>          Momentum:  <a href="https://momentum.cc">https://momentum.cc</a>          Pocket:  <a href="https://getpocket.com/explore/?utm_source=homepage_explore_test">https://getpocket.com/explore/?utm_source=homepage_explore_test</a>          Evernote:  <a href="https://evernote.com">https://evernote.com</a></p>
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YES	feature is offered
NO	feature not offered

MEDIATION					
	Muse App	Muse Website	Headspace App	Headspace Website	Flow Website
login account					
goal streak					
meditation history					
meditation stats					
weekly goal					
challenge					
meditation sessions (mind, body, etc)					
timer					
select soundscapes (rainforest, ocean, rain, etc)					
FAQ					

contact customer care	Green	Green	Red	Green	Red
connects to Alexa	Green	Red	Red	Red	Red
connects to Siri	Red	Red	Green	Red	Red
research page	Red	Green	Red	Green	Red
receive notifications	Green	Red	Green	Red	Red
select a plan	Green	Green	Green	Green	Red
signup with facebook	Red	Red	Green	Green	Red
signup with spotify	Red	Red	Green	Green	Red
sign up with google	Green	Red	Red	Red	Red
signup with apple	Red	Red	Red	Green	Red
subscription	Green	Green	Green	Green	Red
sleep experience	Green	Red	Green	Green	Red
invite friends	Red	Red	Green	Red	Red
social links	Red	Green	Red	Green	Green
write a journal entry after meditation session	Green	Red	Red	Red	Red
syncs to myHealth app	Green	Red	Green	Green	Red
blog	Red	Green	Green	Green	Red
workout	Red	Red	Green	Red	Red
mind training	Red	Red	Green	Green	Red
download for offline use	Red	Red	Green	Red	Red
meditation tips	Red	Red	Green	Green	Red

FITNESS			
	FitBit	Nike+ Run Club	Sweat
<b>BASIC SETTINGS</b>			
Login/Sign Up	Green	Green	Green
Notifications	Green	Green	Green
Privacy	Green	Green	Green
Profile Settings	Green	Green	Green
FAQ	Green	Red	Red
Messages	Green	Green	Green

Sync other apps	Green	Green	Green
Browsing	Green	Green	Green
Female Health Settings	Green	Red	Red
<b>FITNESS</b>	Grey	Grey	Grey
Fitness tracker	Green	Green	Green
Calendar	Green	Red	Green
Trainer instruction	Green	Green	Green
Videos	Red	Green	Green
Workout programs	Green	Green	Green
Data synced from wearable device	Green	Green	Green
Music synced in app	Green	Green	Red
Food tracking	Green	Red	Green
Countdown to workout	Red	Green	Green
<b>SOCIAL</b>	Grey	Grey	Grey
Connect Social Media	Green	Green	Red
Facebook	Green	Green	Green
Instagram	Red	Green	Green
Twitter	Red	Red	Green
Community feature in app	Green	Green	Green
Connect with Friends	Green	Green	Green
Invite Friends	Green	Green	Green
Social media	Green	Green	Green
Facebook	Green	Green	Yellow
Instagram	Red	Green	Yellow
Twitter	Red	Green	Yellow
Email	Green	Green	Green
Text	Red	Red	Green
Username	Green	Red	Red
Contacts	Green	Green	Green
Upload personal photos/video	Green	Green	Green
Post a status update on app	Green	Red	Green
Blog Posting	Red	Green	Green
Blocked users	Green	Red	Red
Shopping for products	Red	Green	Red

QR Code for purchasing			
<b>CHALLENGES</b>			
Self Challenges			
badges			
trophies			
levels			
Challenges with Friends			
Challenges with community			
<b>Purchase Options</b>			
Basic			
Premium			
Trial period			

<b>Subscription</b>							
	Toggle	Hours	Forest	Rescue Time	Momentum	Pocket	Evernote
<b>BASIC SETTINGS</b>							
Login/Sign Up							
Notifications							
Privacy							
Profile Settings							
FAQ							
Messages							
Sync other apps							
Browsing							
<b>App Uses</b>							
Track time							
Blocking							
Gamification							
Organization							
Reports							
Data synced from wearable device							

Music synced in app	Red	Red	Red	Red	Red	Red	Red
Download to offline	Red	Red	Red	Red	Red	Green	Green
Timer	Green	Green	Green	Green	Green	Red	Red
<b>CHALLENGES</b>	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Self Challenges	Green	Green	Green	Green	Green	Red	Red
badges	Green	Green	Green	Green	Green	Red	Red
trophies	Red	Red	Green	Green	Green	Red	Red
levels	Red	Red	Green	Green	Green	Red	Red
Challenges with Friends	Red	Red	Green	Red	Green	Red	Red
Challenges with community	Red	Red	Green	Red	Green	Red	Red
<b>Purchase Options</b>	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Basic	Green	Green	Green	Green	Green	Green	Green
Premium	Green	Green	Red	Green	Red	Red	Red
Trial period	Green	Green	Red	Green	Red	Red	Red

# App map

We created an app map for all the possible screens that would benefit the app based on research and what users wanted to see. This will be very helpful for our upcoming design process to know where everything lives within the app.

