GARMIN

Testing

Purpose of the Interviews

We interviewed 3 Garmin device users who use the Garmin Connect app. We interviewed 2 users who have heard of LiveTrack and 1 user who uses LiveTrack sometimes.

The goal of these interviews were to verify data from the survey results. We hope to get more insight as to why some users choose to use the LiveTrack feature and why some do not.

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Demographic Information

Female
26-45

High-Exercise
(4-5 times/wk)

Fēnix
4-6 years use

Does Use
LiveTrack

Garmin Device Use
Interviewee 1 uses her Garmin device to track her runs, steps, heart rate, and sweat data. She normally checks Garmin Connect once a day in the evening; sometimes twice a day.

Interviewee is a user of LiveTrack
Interviewee 1 is quite familiar with LiveTrack and its purpose. She first heard about LiveTrack from her running group, and decided to start using it. She uses it about 8-10 times per year, when she does running events or for safety reasons. She uses it at running events, so her crew can see where she is and keep up with her run. She also uses it when going on a run with her husband, and she'll send their LiveTrack to their babysitter, in case anything happens. She uses Find My Friends with her husband, and thinks it would be cool if LiveTrack could integrate with Find My Friends, or similar apps. She also said that she wants to be able to share her LiveTrack through text message.

General Garmin Feedback
Interviewee 1 mentioned that she doesn't like to take her phone with her while working out because she doesn't have a place to put it. She said it would be great if her watch could connect to cellular without having to take her phone with her. She also mentioned that she wants a heart rate monitor that easily attaches to her sports bra for better tracking. She said the current Garmin ones are very uncomfortable for women.

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Demographic Information

Female
26-45

High-Exercise
(4-5 times/wk)

Forerunner
4-6 years use

Does Not Use
LiveTrack

Garmin Device Use
Interviewee 2 uses her Garmin device to measure distance, and record what activity she has done. She uses the Garmin Connect app for the calendar, looking at the data within the specific runs and uses the app 4-5 days a week mostly in the evenings. In the Garmin Connect app, she spends most of her time on the calendar and looking at her specific activity data.

Has Only Heard of LiveTrack
Interviewee 2 has heard of Livetrack and has an idea of what it does through her running groups but has not used it. She has also never seen the feature in the Garmin Connect app but believes that it would be in the "hamburger menu". The reasons why she doesn't use it are that she is carrying her water bottle during her runs and doesn't have pockets and therefore doesn't want to have to carry her phone with her. User 2 also doesn't feel as though anyone else needs to know about her location.

General Garmin Feedback
Interviewee 2's suggestions for Garmin is to have the ability to track activity without having to carry her phone.

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Demographic Information

Male
26-45

High-Exercise
(4-5 times/wk)

Vivo Series
1-3 years use

Does Not Use
LiveTrack

Garmin Device Use
Interviewee 3 uses his Garmin device to look at specific data, including: how fast he's running, his mileage, and he also uses the challenge features with other people.

Has Only Heard of LiveTrack
Interviewee 3 stated that he heard about LiveTrack in his running group, but he has never used it. He figured that people don't care about his location. However, he has a good idea of what the feature does. He just doesn't know why he would need this. He also asked us if it would drain his battery. We replied no, and he stated, **"Oh maybe i'll start using it then"**. He had a misconception that LiveTrack would drain his phone battery, which alluded to part of the reason why he doesn't use it.

General Garmin Feedback
Interviewee 3 stated that he wants the ability to make your own activities was easier. He stated that he knew how to, but it was difficult and tedious to do. He specifically mentioned indoor soccer and how hard it was to create this activity on his own.

Takeaways

Key Insight

After analyzing the information we obtain from our interview, we discovered some similarities among all the interviewees.

- People check their Garmin Connect App at least once a day to view their data.
    - Users Typically check the app in the evening.
- They all have heard about LiveTrack from their running clubs.
- People who have heard about the feature don't use it because they thought no one cares about their location.
- Another common reason for not using LiveTrack is people don't want to carry phones while running.

Next Steps

We are planning to create personas based on our survey and interview results and start to move on to the design phase. Our personas will be from our 3 user groups:

- Users of LiveTrack
- Users who have only heard of LiveTrack
- Users who don't know what LiveTrack is

Appendix

Questions asked of the interviewees were as follows:

1. **Why/how do you currently use your Garmin device?**
   a. Interview 1 - For running, but use it for steps, sweat data and heart rate; Uses along with other apps to see how training is going.
   b. Interview 2 - Measure distance, recording what I've done
   c. Interview 3 - Use to track his running; he is in running club.

2. **Why do you use the Garmin Connect app?**
   a. Interview 1 - Can see everything in more detail on the phone, can track & compare to other days
   b. Interview 2 - The easiest dashboard
   c. Interview 3 - To look at specifics how fast, mileage, and uses challenge features with others.

3. **What features do you use within the app?**
   a. Interview 1 - Check overview at least once a day, sleep monitor.
   b. Interview 2 - The calendar, and looking at the data within specific runs
   c. Interview 3 - Challenge feature, just looks at runs, heart rate, and calories. Doesn't use much

4. **How frequently do you use the app?**
   a. Interview 1 - At least once a day
   b. Interview 2 - 4-5 days a week, and randomly if something pops in head, likely in the evening
   c. Interview 3 - Once a day, around evening

Interview 1 only - Having used LiveTrack...

1. **Where did you learn about this feature?**
   a. Interview 1 - Playing around with the app
   b. **Interviewee 1 had friends that used it for the following purposes:**
      i. One would use for a super long race, so her crew knows when she is coming to stop
      ii. Others to know their pace
      iii. Great for trails, so people can locate you
2. **Describe the time when you found this feature**
   a. Interview 1 - Self discovery at beginning of downloading of app, tested it with husband
3. **How often do you use it?**
   a. Interview 1 - 8 to 10 times a year, for big races
4. **What do you like and dislike about this feature? (screenshot? visuals)**
   a. Interview 1 - Dislike: have to be on track with emails
5. **With whom do you usually share your location?**
   a. Husband, crew, friends
   b. Woman running alone, she will tell her husband (will also livetrack) knows where she is
   c. Shares location with nanny is both go running
6. **In your opinion, how does the person you're sharing your location with benefit from this feature?**
   a. So they know where we are, and for safety
7. **If you can, please describe your usual experience when using this feature. Is it Positive? Negative?**
   a. Never had anything negative to say
   b. I use for safety
   c. In races, just so people can know where you are on your trail
   d. Social: For friends to cheer me on
   e. I don't have to take my phone out and text them where I am

Interview 2 & 3 only - Having NOT used LiveTrack, but being aware of it…

1. **Where did you see or hear this feature?**
   a. Interview 2 - In group runs (never seen in application)
   b. Interview 3 - In his running club, people were talking about it.
2. **What do you think this feature is?**
   a. Interview 2 - Where do you think this feature is: Hamburger menu, or on bottom (iphone)
   b. Interview 3 - To see where you're at.
3. **Why aren't you using this feature?**
   a. Interview 2 - Don't want to carry phone around. Water bottle in hands, and no pocket, no cares where she is at
   b. Interview 3 - Don't need it for anything
4. **What would encourage you to use this feature?**
   a. Interview 2 - If didn't have to carry your phone
   b. Interview 3 - nothing, no need
5. **What improvements would you like to see, if any?**
   a. Interview 2 - nothing mentioned
   b. Interview 3 - different activities supported.