

# Distracted By Tech Discussion Guide

This document provides guidance for facilitating a research study. Included are the specific study protocol and research topics the study moderator will present to participants.

## Research Objectives

Include the research objectives of this study. These objectives should outline what you hope to learn. For example:

- To validate the user’s goals, needs, and pain points of the user when attempting to minimize technology distractions and optimize productivity.
- Determine the desirability of the following concepts: Sherpa, Steady Steps, Self-Care, Simple Phone

## Logistics & Schedule

Include details on the date, time, and specific activities you plan on doing for the study. Please note: “P1” means “Participant One”.

Time	Activity
<b>Saturday, February 26</b>	
9:00 –10:00 am	Set up
10:00 am – 3:00 pm	Conduct sessions with participants
3:00 pm – 3:30 pm	Debrief and next steps <ul style="list-style-type: none"><li>● Discuss key insights</li></ul>

## Materials

List any materials that will be needed to conduct the study:

- Test Stimulus
- Scribe Template
- Survey Response Form

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## Introduction (2 minutes)

Welcome, and thank you for volunteering to take part in this study. Your participation will help us better understand how to lessen technology distractions.

To explore this, I will ask you some questions and run you through some new ideas to get your feedback. In total, this session will take 25 minutes.

Your participation and candid feedback will be incredibly helpful to us, so please speak freely and talk out loud. You won't hurt my feelings and there are truly no right or wrong answers here, this is a safe space.

Any questions before we begin?

## Pre-Study Questions (3 minutes)

1. Think about the last time you had to make a conscious decision around your use of technology to be productive while avoiding distractions? Could you walk me through that experience, and describe what it was like?
2. On a scale of 1 to 5, how serious of a problem is distraction from technology?

1	2	3	4	5
Not sure	Not at all a problem	Minor problem	Moderate problem	Serious problem

Example Likert scale response anchors:

<https://www.peru.edu/oira/wp-content/uploads/sites/65/2016/09/Likert-Scale-Examples.pdf>

3. [\[Share behavioral archetype identification slide\]](#) I'm going to have you read through the following statements out loud. [\[Once finished\]](#) Which of these statements sound the most like you?

Now I'm going to present some concepts that I would appreciate your honest feedback on.

## Concept Feedback (15 minutes)

I'm going to walk you through (4) four different concepts to help you lessen technology distractions. Afterward, please tell me which concept you would prefer.

Walk participant through the Concepts A – D, refer to rotation sheet below to ensure concept counterbalancing. After doing so, ask them the following questions.

Study #1	Study #2	Study #3	Study #4	Study #5	Study #6
A	B	C	D	A	B
B	C	D	A	B	C
C	D	A	B	C	D
D	A	B	C	D	A

Reasons for counterbalancing source: <https://measuringu.com/benchmark-tips/>

### General Questions

4. Out of the four concepts I just shared, which concept would be the most helpful to you to lessen technology distractions?

**[Scribe will capture which concept was selected by the participant and their rationale.]**

5. Could you explain to me why you think this concept would be the most helpful to you?

### Concept A - Simple Phone

Use this section to include any specific probing questions related to Concept A.

*Example probing question:*

1. *If this concept was available today, would you take advantage of it?*
2. *What's missing in this concept?*
3. *Which features would be least helpful to you?*
4. *How likely would you be to use an app that turns your cell phone functionality into a minimalist phone?*
5. *What would prompt you to use this app?*
6. *Do you think you would use this app multiple times during the week?*

### Concept B - Steady Steps

Use this section to include any specific probing questions related to Concept B.

*Example probing question:*

1. *If this concept was available today, would you take advantage of it?*
2. *Which features would be most helpful to you?*
3. *Which features would be least helpful to you?*
4. *Do you think that suggestions or tips on how to order your daily tasks would be beneficial?*
5. *Do you think that tracking your time spent on social media each day with a feature that “asks if you want to enter” once your time up would be helpful?*

### Concept C - Sherpa

Use this section to include any specific probing questions related to Concept C.

*Example probing question:*

1. *If this concept was available today, would you take advantage of it?*
2. *Which features would be most helpful to you?*
3. *Which features would be least helpful to you?*
4. *Do you think that you would use a coach or mentor to help you build better habits?*
5. *How likely would you be to use an app that tracked your focus time and rewarded your focus with encouragement from a peer or mentor?*

### Concept D - Mitime

Use this section to include any specific probing questions related to Concept D.

*Example probing question:*

1. *If this concept was available today, would you take advantage of it?*
2. *Which features would be most helpful to you?*
3. *Which features would be least helpful to you?*
4. *Do you think having more tools and features would help this app or make it more complicated?*
5. *Would offering experience incentives really motivate you to meet your goals and create lasting change? If so, what kinds?*
6. *Do you think these experience rewards could turn into a self-care routine? For instance, earning a 60 minute massage could motivate you to book more massages.*
7. *Do you think making this app light and funny could motivate the user to use it more often?*

After participant provides feedback on their chosen concept, ask why the others were not as desirable.

I’m going to walk you through the remaining (3) three concepts you did you choose. For the other concepts tell me why it would not be helpful to you?

## Post-Study Questions (5 minutes)

*After capturing concept feedback from the participant, use this section to wrap-up the study and probe for any final thoughts or feelings.*

### **Survey**

I am now going to give you a quick survey, please answer the following questions truthfully.

[Hand out survey response form to participant and have them complete it.](#)

### **Wrap up (5 minutes)**

6. Before we wrap-up, is there anything that we didn't ask you or anything else you think we should know?
  
7. Do you have any questions for us?

Thank you for your participation!