Messages Support UXR Study

On-Demand Interviews - RD TBD

India Screener

L10N SCREENER

Q4 2022

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# Study Design

Participants: 8 to 10 participants, + 1 pilot

Session Length: 45 minutes, Remote Moderated

Tech Setup: Hangouts

Countries Recruitment:

1. IN

# Background

Understand how moderately tech savvy users in IN want to provide feedback to Google, when they encounter any issue with Messages

Understand the ideal support (resources + location + awareness) if they ever have questions or issues related to Messages

Goals:

1. Understanding the support needs of lower to medium tech savvy Messages users in India.

# Participant Summary

* Age: Good Mix of age [Q1]
* Gender: Mix of male and female, aim for equal mix [Q2]
* Devices:

## All must have an Android mobile phone [Q5]

* Tech-Savviness: Low to medium [Q15]
* Language: individuals who speak native language (English and Hindi for India) [Q13]
  + 5 for English and 5 for Hindi
* Product related criteria:
  + Google Messages usage:
    - Messages is pre-installed or they have gone to play store & installed it [Q8]
    - Low usage of the feedback function [Q19]

## Exclusion

1. Screen out: No technical job positions, no journalists, no UX professionals, no designers, or engineers, no government employee or similar. Exclude people with close connections to Apple, Facebook, Twitter, Yahoo, Nokia, Microsoft, HP, RIM, Motorola, AOL, LinkedIn, current and former Google employees.

# Screening Questions

Note to Insitum:

*Please add other market-relevant options to questions below.*

## **Intro and Demographic**

1. What is your age? [Single select] [Good Mix of age]
   1. <18 [DISQUALIFY]
   2. 18 - 24
   3. 25 - 34
   4. 35 - 44
   5. 45 - 54
   6. 55-64
   7. 65+
   8. Prefer not to answer [DISQUALIFY]
2. Please select the option that best describes your gender identity. [Single select- Strive for even split]
   1. Male
   2. Female
   3. Non-Binary
   4. Other
   5. Prefer not to answer
3. We are interested in talking to a mix of people who have participated previously in market research and those who have not. Have you participated in a market research study or group discussion in the past 12 months? DO NOT READ LIST. RECORD ONLY ONE.

|  |  |  |
| --- | --- | --- |
| Yes |  | Continue |
| No |  | Continue |

1. [SKIP IF ANSWERED NO to Q3] When was the last time you participated in a market research study or group discussion? READ LIST. RECORD ONLY ONE. [MUST ANSWER 12 MONTHS OR LONGER]

|  |  |  |
| --- | --- | --- |
| About a month ago or more recently |  | Terminate |
| About 2-6 months ago |  |
| About 6-12 months ago |  |
| 12 months ago or longer |  | Continue |

1. What type is your primary personal phone (the one you use most often)? [100% Android mobile phone]

|  |  |  |
| --- | --- | --- |
| iOS |  | Disqualify |
| Android |  | Continue |
| Windows |  | Disqualify |
| Other/I don’t know |  | Specify |
| I do not own a smartphone |  | Must have at least one device from Q5. Disqualify |

1. What is the make and model of your smartphone? [Example: iPhone 8, Samsung Galaxy S9, Google Pixel 2, etc. Enter “N/A” if you don’t own a smartphone]
2. Which of the following text messaging apps do you use at least once per week? [Multi select] [Must select ‘Messages’ by Google]
   1. ‘Messages’ by Google [MUST SELECT]
   2. Google Hangouts
   3. Whatsapp
   4. Telegram
   5. Indian Messenger App
   6. Signal
   7. Jio chat
   8. Skype
   9. ShareChat
   10. Troop Messenger
   11. Namaste Bharat
   12. Discord
   13. Wickr Me
   14. KakaoTalk
   15. Others
3. [If Google Messages is not selected in Q7] You mentioned you do not use Message by Google, can you confirm you don't have the following app on your phone: 
   1. Yes I have this app on my phone
   2. No I do not have this app on my phone
4. Was Google Messages pre-installed on your device? [RECORD]
   1. Yes
   2. No, I downloaded it from the Play App Store
5. When did you start using Google Messages? [PRIORITIZE THOSE WHO DON’T SAY “NOT SURE”]
   1. About a month ago or more recently
   2. About 2-6 months ago
   3. 6-12 months ago
   4. More than 12 months ago
   5. Not sure
6. How often do you use Google Messages?
   1. Multiple times a day
   2. 1-2 times a day
   3. Once a week
   4. Once a month
   5. Once in 6 months
   6. Once in 12 months
   7. Never
7. Is Google Messages your primary messaging app?
   1. Yes
   2. No
8. What languages do you speak? [Must select English or Hindi for India] [5 English and 5 Hindi]
9. English [ACCEPT]
10. Hindi [ACCEPT]
11. French [DISQUALIFY]
12. Japanese [DISQUALIFY]
13. Spanish [DISQUALIFY]
14. Bengali [DISQUALIFY]
15. Marathi [DISQUALIFY]
16. Tamil [DISQUALIFY]
17. Portuguese [DISQUALIFY]
18. Others [SPECIFY]
19. What is your level of fluency in *[DISPLAY NATIVE LANGUAGE] ?*
20. I am not fluent in *[DISPLAY NATIVE LANGUAGE]* [DISQUALIFY]
21. Not very fluent; know some vocabulary, but sometimes have difficulty communicating in *[DISPLAY NATIVE LANGUAGE]* [DISQUALIFY]
22. Neither; I know enough vocabulary and grammar to understand, but I wouldn't consider myself to be fluent in *[DISPLAY NATIVE LANGUAGE]* [DISQUALIFY]
23. Somewhat fluent; can understand most, but need help at times *[DISPLAY NATIVE LANGUAGE]* [DISQUALIFY]
24. Fluent; I can read the newspaper and discuss current events in *[DISPLAY NATIVE LANGUAGE]* [DISQUALIFY]
25. *[DISPLAY NATIVE LANGUAGE]* is my native language and I can read, write and speak the language comfortably [ACCEPT]
26. What is your current employment status? READ LIST. [SINGLE SELECT]

|  |  |
| --- | --- |
| Employed full time |  |
| Employed part time |  |
| Full-time or part-time student |  |
| Small Business owners |  |
| Furlough |  |
| Homemaker |  |
| Retired |  |
| Job-searching |  |

1. Please tell us a little about where you work: [EXCLUDE APPLE, FACEBOOK, TWITTER, YAHOO, NOKIA, MICROSOFT, HP, RIM, MOTOROLA, AOL, LINKEDIN, CURRENT/FORMER GOOGLE EMPLOYEES, Amazon, Netflix, Uber, Lyft, Airbnb]

Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DISMISS if respondent is employed in any of the following industries:

* User Experience Research / Design / Engineers
* Journalism / Media
* Technology
* Government

1. Compared to other people you know, how would you describe yourself? [Low to Medium]
2. I am generally the last to try new technology, download apps/update device software, hear/read about new products. [Qualify as LOW Tech Savvy]
3. I am generally among the last to try new technology, download apps/update device software, hear/read about new products. [Qualify as LOW Tech Savvy]
4. I am generally neither the first or last to try new technology, download apps/update device software, hear/read about new products. [Qualify as MEDIUM Tech Savvy]
5. I am generally among the first to try new technology, download apps/update device software, hear/read about new products. [Qualify as HIGH Tech Savvy] [Disqualify]
6. I am generally the first to try new technology, download new apps/update device software, hear/read about new products. [Qualify as HIGH Tech Savvy] [Disqualify]

## **Product related questions**

1. Have you experienced any of the following questions or issues with the Google Messages app? [Prefer a mix]
   1. I was not able to send a text message or image
   2. I was not able to receive a text message or image
   3. I sent or received a text message in the wrong format
   4. I was not able to communicate with friends or family
   5. Other [SPECIFY]
2. When was the last time you sought support for the issue(s) you were having, question(s) that you had, or things you wanted to learn related to the Google Messages app?

Definition for ‘support’ - Had a question, had an issue, or wanted to learn something, and specifically about the Messages app

1. Within the past week [ACCEPT]
2. Within the past month [ACCEPT]
3. Within the past 6 months [ACCEPT]
4. Within the past year [ACCEPT]
5. Never [ACCEPT]
6. Have you ever used the feedback function in the Google Messages app?
   1. Yes
   2. No
7. [If yes to Q18] How many times have you used the feedback function?
   1. 1-2 times [ACCEPT]
   2. 3-5 times [ACCEPT]
   3. 5-10 times [DISQUALIFY]
   4. More than 10 times [DISQUALIFY]