

User Research – Assignment 1, Phase 2 – Jackson David
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User Research Plan for Apple iPhone 16 Pro Max Users in Ghana

Step 1: User Interviews + Surveys

Purpose

The purpose of this User Research and Survey is to uncover the real behaviors, frustrations, and workarounds of Apple iPhone 16 Pro Max users—not just to validate their guesses. The focus is on understanding how these users behave with regard to the usage of the Apple iPhone 16 Pro Max.

Pre-Interview Setup

- **The User Segments** - This stage of the interview preparation is to identify distinct user groups for the Apple iPhone 16 Pro Max in terms of needs and problems. The goal is to identify these distinct user groups so that credible interview questions can be designed to elicit enough, appropriate and credible information - problems, needs, and challenges from real users. Based on needs, problems, and challenges, three (3) distinct user groups or segments have been identified. They include:
 - Primary Segment: Tech Enthusiasts
 - Secondary Segment: Casual Users
 - Professionals (Photographers, Creative Artists)
- **Screening Question** - To identify and qualify participants who align very well with the study goals - eliciting information from real users of Apple iPhone 16 Pro Max, this study adopted a Participant Screener Approach by asking screener questions to filter out unsuitable or unqualified participants,

ensuring that only real and regular users of Apple iPhone 16 Pro Max for at least 6 months are interviewed in the survey.

- *"Have you used the Apple iPhone 16 Pro Max for at least 6 months?"*

The responses were both **YES** and **NO**. These screener questions helped me filter out unqualified participants and recruit only those who responded **YES** and are qualified.

- **Reach Out with a Simple Message** - I reached out to my targeted group to seek their consent and willingness to participate in the exercise. To broaden the base of the study participants, I recruited respondents from various social media groups, including WhatsApp, Telegram, Messenger, and LinkedIn.
- **WhatsApp Group Post**
 - UG Alumni WhatsApp Group - **5 respondents**
 - New Oworobong WhatsApp Group - **1 respondents**
 - BaahTse Angmor Family WhatsApp Group - **2 respondents**

Hi everyone, I'm doing a quick 20-min interview for a PM exercise. I'm looking for people who have used the iPhone 16 Pro Max for at least 6 months. If that's you, DM me. I'll share a short summary of what I learn plus I'll be happy to guide you if you're one of my target users for this assignment!

- **Telegram Post (Individual Contact):** This study also reached out to contacts on the Telegram Social Network for participation in this PM exercise - **2 respondents** were recruited

Hi Godwin, I'm doing a short research project on how people use the iPhone 16 Pro Max. Quick check: have you used one for at least 6 months? If yes, could you spare 20 minutes

of your time in the next couple of days for a chat? Trust me, it's solely for PM study exercise, and I'll share what I find back. Thanks!

- **Messenger Post (Individual Contact) - 2 respondents**

Hi Rita, I'm doing a short research project on how people use the iPhone 16 Pro Max. Quick check: have you used one for at least 6 months? If yes, could you spare 20 minutes anytime in the next couple of days for a chat? Trust me, it's for study purposes and I'll share what I find back. Thanks!

- **LinkedIn (Individual Contact):** This study recruited respondents through the LinkedIn social networking - **2 respondents** were recruited.

Hi Mr. Senya, I'm doing a short research project on how people use the Apple iPhone 16 Pro Max. Quick check: Have you used it for at least 3 months? If yes, could you spare 20 minutes anytime in the next couple of days for a chat? I'll share what I find back. Thanks!

- **Individual Contact** - Beyond the social media groups, I further conducted user interviews among individuals located at workplaces - **6 respondents**

Hi Mr./Ms./Mrs., my name is Jackson, and I'm doing a short research project on how people use the Apple iPhone 16 Pro Max. Quick one: Have you used it for at least 6 months? If yes, could you spare 20 minutes of your time and respond to a few questions? Trust me, it's purely for study purposes, and I'll share what I find back with you. Thanks!

A. User Interviews

The study adopted the following procedure to conduct the interview.

Basic Interview Structure (20–30 min). The interview was conducted within the following structure.

- Intro & Consent (1 min). Self-introduction was made and respondent consent was sought.
 - *"This is for learning; I'll take notes and may record for my own transcription. Is that OK?"*

- Warm Up (2 min). As a warm up question, a screening question was posed to identify real users of the Apple iPhone 16 Pro Max.
 - *"How/when do you use your iPhone 16 Pro Max?"*
- Open Story Probe (5-8 min). A further screening question was posed to identify segment users of the Apple iPhone 16 Pro Max
 - *"Tell me the last time you used it. Please walk me through what you were doing."*
- Pain Probes (8-10 min). Further questions were posed to understand the real frictions the user encountered with using the Apple iPhone 16 Pro Max
 - For each friction they mention, ask:
 - *"Can you tell me the specific time that happened?"*
 - *"How often does that happen?"*
 - *"What do you do when that happens?"*
 - *"How does that impact you?"*
- Closing (2–3 min). In closing the interview, further questions were posed to solicit suggestions concerning what should be fixed and any additional views about using the Apple iPhone 16 Pro Max
 - *"What's the one thing you'd change?"*
 - *"Is there anything else I should know?"*

B. Survey

Purpose

This survey structure is designed to collect both quantitative and qualitative data, allowing for a comprehensive analysis of user experiences with the Apple iPhone 16 Pro Max.

Survey Structure (5-10 Questions)

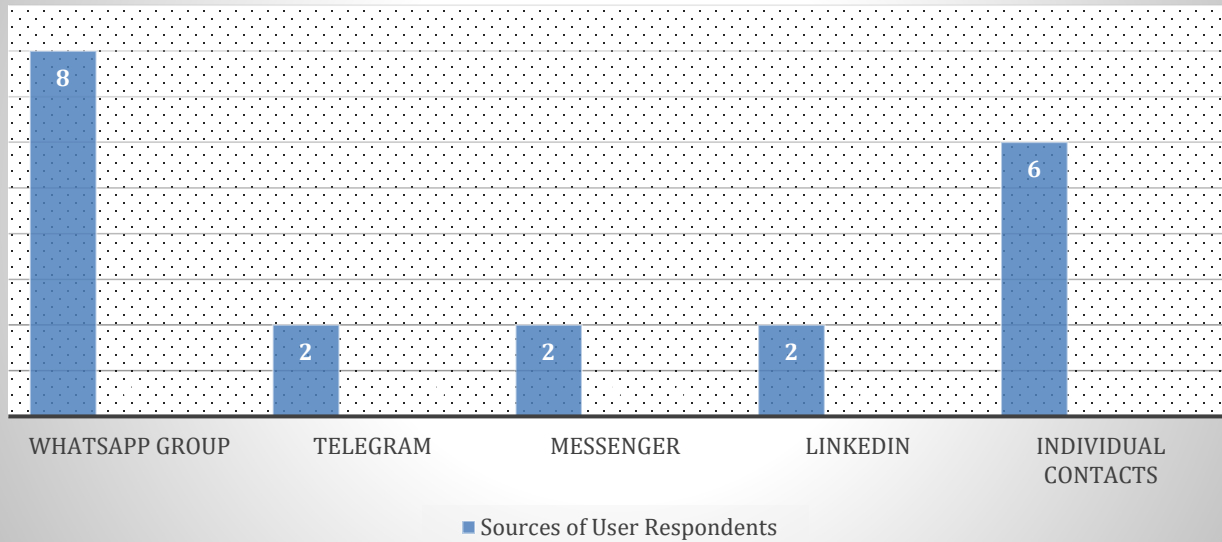
Procedure Followed

The approach adopted was to ask open-ended questions rather than closed-ended questions.

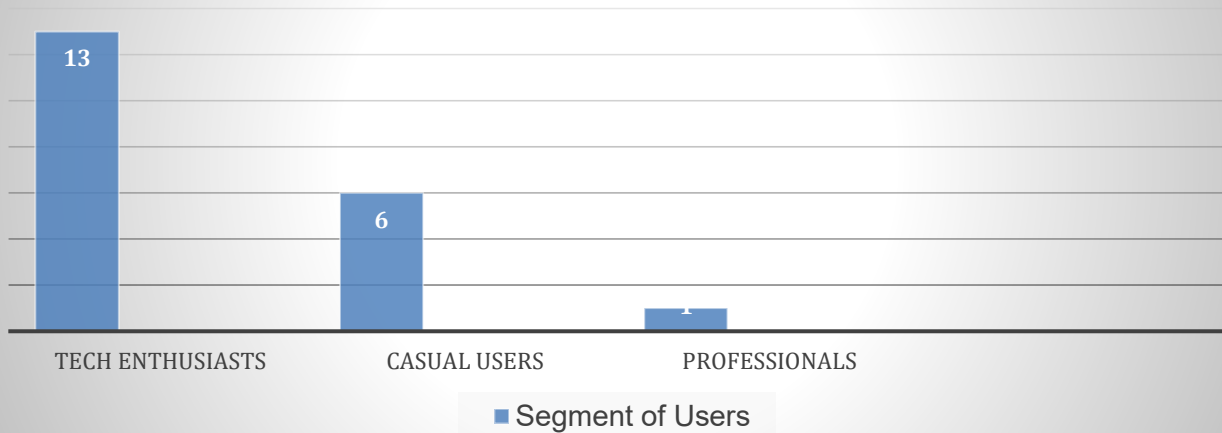
- **Screen for Segment** - *Participants were screened to identify only users of the Apple iPhone 16 Pro Max for at least 6 months by asking the following question.*
 - "Have you used the iPhone 16 Pro Max for at least 6 months?"
- **Afflictions** - *Users were asked to identify the challenges they experience when using the Apple iPhone 16 Pro Max*
 - "What kinds of challenges or problems do you face when using the Apple iPhone 16 Pro Max for the past 6 months?"
- **Frequency of Behaviors** - *Respondents were asked how often they experience such behaviors or afflictions.*
 - "How often do you experience battery issues during intensive tasks?"
- **Pain Points** - *Among the multiple of afflictions, the study wanted to find out from users, which behavior is the most frustrating.*
 - "Which of these behaviors is most frustrating? (Battery life, Customization options, Price)?"
- **Prioritization** - *Which specific problem among these does the user prioritize to be fixed.*
 - "If one thing could be fixed, what would it be?"
- Open-ended Question
 - "What's one thing most people don't understand about using the iPhone 16 Pro Max?"
 - "Who else should I talk to?"

Step 2: Summary Statistics of Respondents

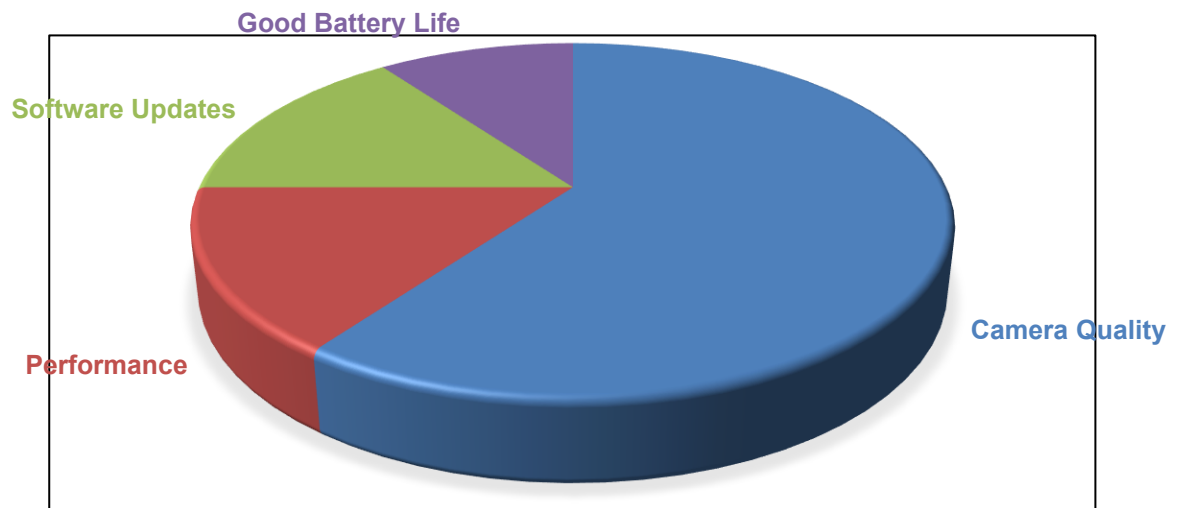
Bar Chart Showing Number and Sources of User Respondent



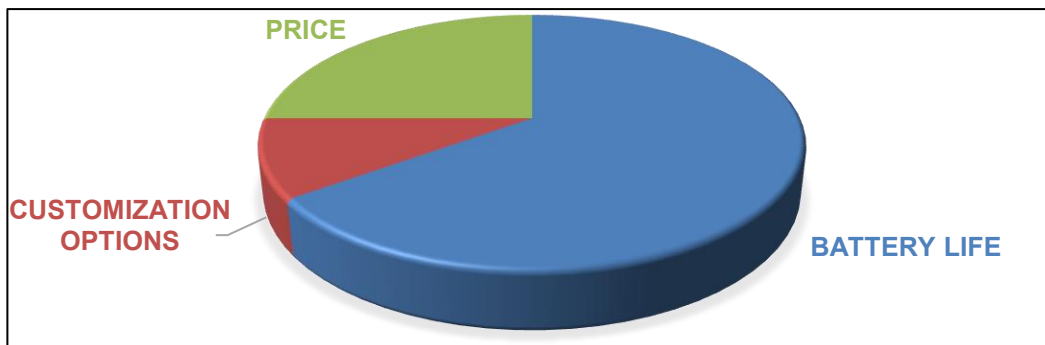
Bar Chart Showing Screening of Respondents for User Sub-Segment



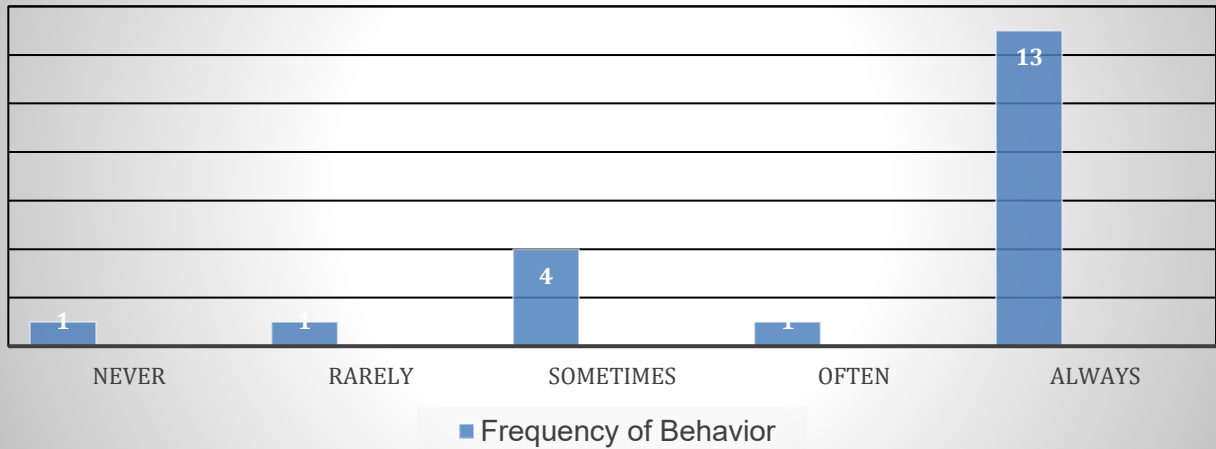
**PIE CHART SHOWING NUMBER OF BEHAVIORS
(POSITIVE)**



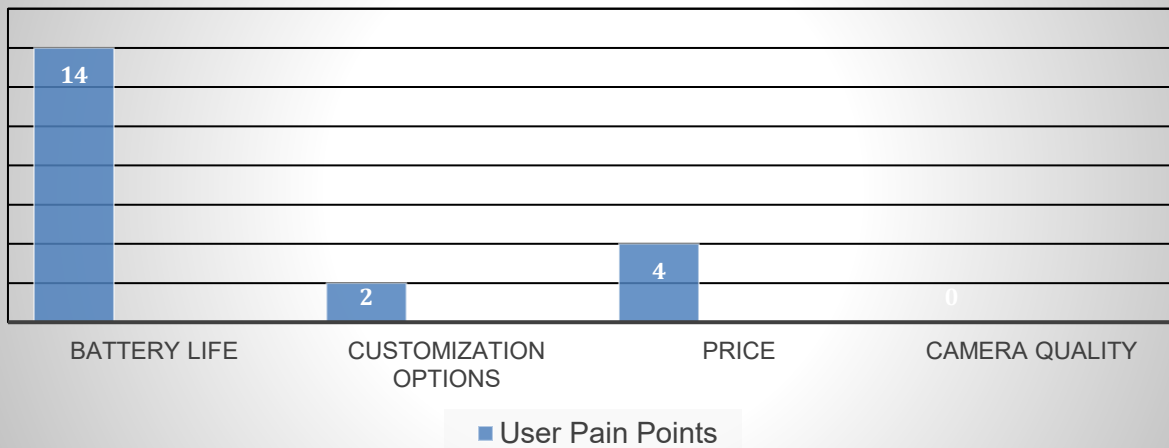
**PIE CHART SHOWING NUMBER OF BEHAVIORS
(NEGATIVE)**



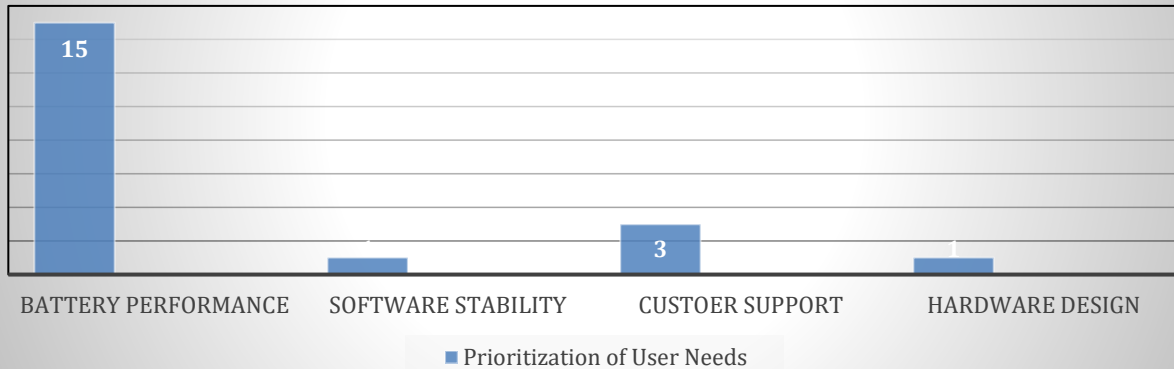
Bar Chart Showing Frequency of Behavior



Bar Chart Showing User Pain Points



Bar Chart Showing the Prioritization of User Needs



Step 3: SWOT Analysis

Strengths

- **User Praise:** Users appreciate the camera quality and performance.
- **Competitive Advantage:** The iPhone 16 Pro Max has superior processing capabilities compared to Android-based competitors like the Samsung Galaxy S24, S25, S25 Ultra; Google Pixel 9 Pro; Vivo X200 Ultra; Oppo X8 Ultra; and Huawei Pura 80 Ultra.

Weaknesses

- **User Pain:** Users frequently mention battery life issues during heavy usage.

- **Feature Gaps:** Limited customization options compared to Android devices.

Opportunities

- **Market Trends:** Increasing demand for high-performance smartphones in price-sensitive markets like Ghana.
- **User Needs:** Unmet needs for better battery management and customization features.

Threats

- **Competitor Moves:** New smartphone releases from competitors like Samsung Galaxy S25, S25 Ultra; Huawei Pura 80 Ultra; and Google Pixel 9 Pro with better battery life.
- **Market Sentiment:** Growing dissatisfaction among users regarding higher price point.

Step 3: Goal Setting

Goal Statement

The goal of the next Sprint is to improve user satisfaction with battery life by 30% in the next 6 months targeted largely at tech enthusiasts.”

Step 4: Personas

Persona 1: Tech Enthusiast

- Name: Kwaku
- Age/Role: 28, Software Developer
- Location: Accra, Ghana
- Goals: Wants a smartphone that can handle intensive tasks without lag.
- Frustrations: Frustrated by battery drain during long workdays.
- Quote: “I love the features, but the battery life just doesn’t keep up.”

Persona 2: Casual User

- Name: Ama
- Age/Role: 35, Teacher

- Location: Kumasi, Ghana
- Goals: Seeks a reliable and easy-to-use smartphone for everyday tasks.
- Frustrations: Overwhelmed by features; desires simplicity.
- Quote: “I just want a phone that works without all the fuss.”

Step 5: Problem Prioritization

Problem Statement

Tech enthusiasts experience frustration with battery longevity during intensive tasks, leading to decreased satisfaction and potential loss of users to competitors like Samsung S25, S25 Ultra; Huawei Pura 80 Ultra; and Google Pixel 9 Pro.

Scoring with PIF (Population, Intensity, Frequency)

- Population: High (many tech enthusiasts)
- Intensity: High (significant impact on user experience)
- Frequency: High (common issue)

Final Problem Selection

Based on the scoring analyses as inferred from the summary statistics, it is recommended to choose the battery life issue as the main problem to address in the next phase of this project.

By following this structured approach, this analysis will enable the project to gather valuable insights that will inform product improvements for the Apple iPhone 16 Pro Max, ultimately enhancing user satisfaction and business outcomes in the Ghanaian market

Appendix
Interview Structure

The Apple iPhone 16 Pro Max User Experience Survey

Introduction

Thank you for participating in our survey! Your feedback is valuable in helping us understand user experiences with the Apple iPhone 16 Pro Max. This survey will take approximately 5-10 minutes to complete.

1. Screen for Segment

- Question 1: Have you used the iPhone 16 Pro Max for at least 6 months?
 - Yes
 - No

(If "No," please exit the survey.)

2. Screen for Sub-Segment

- Question 2: As a user of the Apple iPhone 16 Pro Max, how do you identify yourself among the following user groups?(Select one)
 - Tech Enthusiast
 - Casual Users
 - Professionals (Creatives,
 - Other (Specify)_____

3. Behaviors (Positive)

- Question 3: What behaviors do you like about using the Apple iPhone 16 Pro Max?(Select one)
 - Good battery life
 - Customization options

- Price
- Performance (speed, lag, etc.)
- Camera quality
- Software updates
- Other:_____

4. Behaviors (Negative)

- Question 4: What behaviors do you dislike about using the Apple iPhone 16 Pro Max? (Select one)
 - Battery life
 - Customization options
 - Price
 - Performance (speed, lag, etc.)
 - Camera quality
 - Software updates
 - Other:_____

4. Frequency of Behaviors (Negative)

- Question 4: How often do you experience battery issues during intensive tasks?
 - Never
 - Rarely
 - Sometimes
 - Often
 - Always

5. Pain Points

- Question 5: Which of these is the most frustrating for you when using the iPhone 16 Pro Max? (Select one)
 - Battery life
 - Customization options
 - Price
 - Performance (speed, lag, etc.)
 - Camera quality
 - Software updates
 - Other: _____

6. Impact on you/business

- Question 6: How does that affect you or your business?
 - Disrupt my communication with family members, friends, and colleagues.
 - Disrupt my ability to browse the internet and social media sites.
 - Disrupt business activities
 - Disrupt my studies

7. Prioritization

- Question 7: If one thing could be fixed about the iPhone 16 Pro Max, what would it be? (Select one)
 - Battery performance
 - Software stability
 - Hardware design (weight, size, etc.)
 - Customer support and service
 - Availability of accessories
 - Other: _____

8. Open-ended Question

- Question 8: What's one thing most people don't understand about using the Apple iPhone 16 Pro Max?

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9. Referral

- Question 9: Who else should I talk to regarding their experience with the Apple iPhone 16 Pro Max?

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Conclusion

Thank you for your time and insights! Your feedback will help improve the user experience for current and future iPhone users. If you have any additional comments or suggestions, please feel free to share them below:

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