

User Interviews

Understanding the target audience

What hinders you from using facebook messenger app?

How often do you use facebook messenger app?

What are the main reasons you use the app?

How often do you use facebook on web?

Are there any other apps you like to use? What are the features you like & dislike about these other apps and why?

What are some challenges you face when using facebook messenger app?

What are some changes facebook messenger can make to improve the app?

INTENT

Getting a better understanding of users behavior with the app.

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Colleting data in the context in which users explore other web/app socials.

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Identifying user pain points with the app.

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Establishing features users would like to see.