



# **UNDERSTANDING KaiOS USERS IN INDIA**

January 31<sup>st</sup>, 2020

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# ABOUT THE STUDY

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The Wikimedia Foundation was interested in learning about the users of JioPhones - a smart feature phone run on KaiOS. The study was conducted by the Hureo team to understand these users, their phone and internet usage, Wikipedia awareness and their motivations to use a JioPhone instead of a smartphone.

We conducted one-on-one in-depth sessions in our labs in Delhi, Mumbai and Pune.



# EXECUTIVE SUMMARY

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1. WHO IS AN INDIAN JioPhone USER?
  2. WHAT IS THE MOTIVATION TO USE JioPhone?
  3. WHAT IS USERS' JioPhone USAGE?
  4. WHAT IS USERS' WIKIPEDIA AWARENESS & USAGE?

# 1. WHO IS AN INDIAN JioPhone USER?

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An Indian JioPhone user varied from different backgrounds, from a parent to a student to a working professional. Their JioPhone usage dependent upon their digital literacy. They searched for information in their JioPhones as and when required.



**SCHOOLWORK-FOCUSED  
PARENT**



**IN-DEPTH KNOWLEDGE  
SEEKER**



**ON-THE-GO CASUAL  
READER**



**REGIONAL LANGUAGE  
USER**

These personas are discussed later in the report.

## 2. WHAT IS THE MOTIVATION TO USE JioPhone?

### 1 Smart Features At Affordable Price

Users bought JioPhone instead of a smartphone because it had features of a smartphone at an affordable price.

### 2 Family Members Using Jio Sim Card

Users bought a JioPhone to gain benefits of Jio cellular network as their family members also used Jio sim cards.

### 3 Durable Phone

Users choose the JioPhone because it is quite durable so it doesn't get damaged easily.

### 4 Easy & Cheap To Maintain

Users prefer JioPhone because it is quite cheap to maintain and repair whereas a smartphone is expensive to get repaired.

### 5 Familiar With Keypad

Users prefer a keypad over a touchscreen as they are used to the keypad.

### 6 Good Battery Life

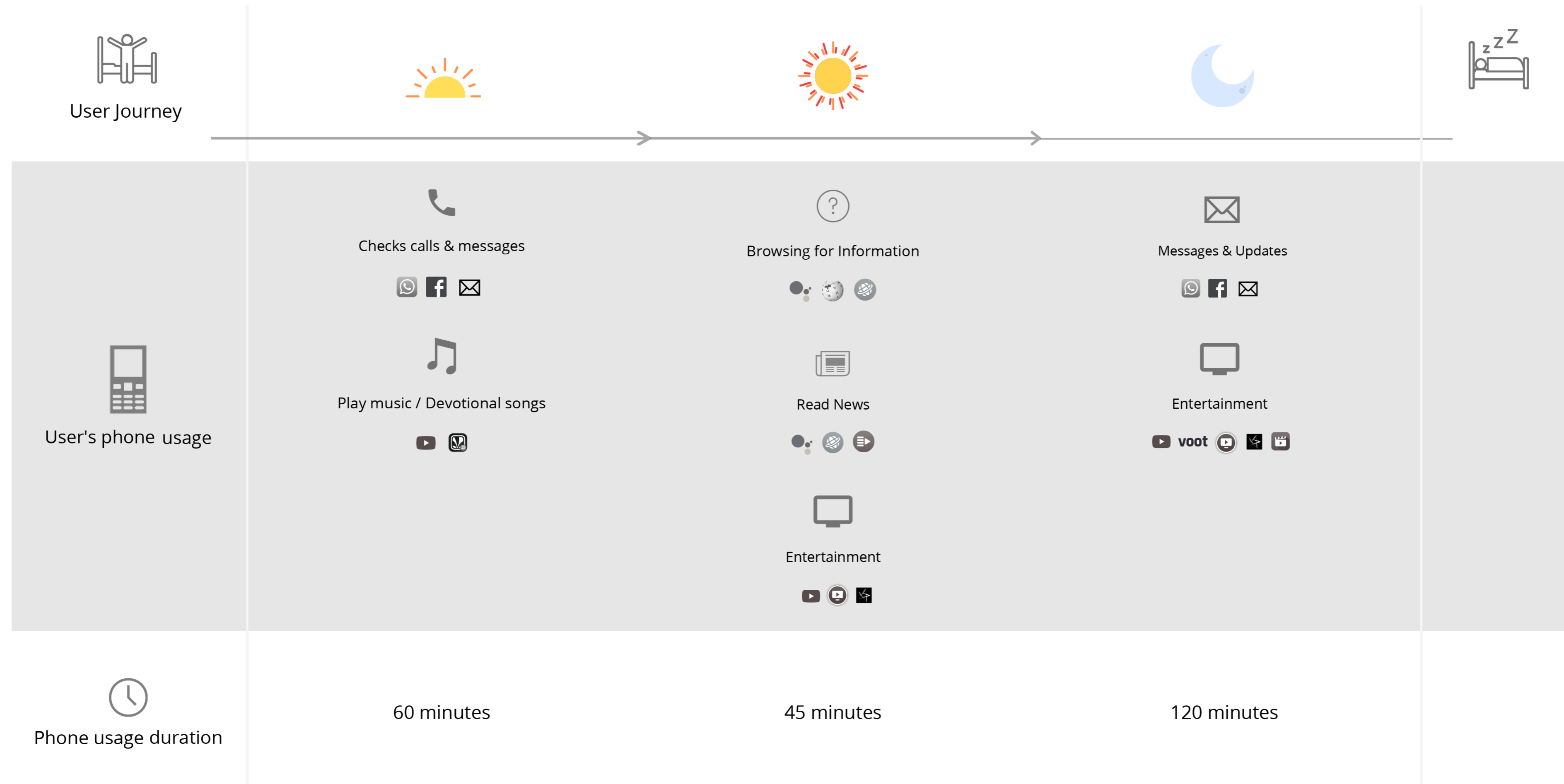
Users also prefer the JioPhone because it has very good battery life.

### 7 Does Not Hang & Get Heated

Users mentioned that they preferred JioPhone because it doesn't have heating and hanging problems.

# 3. WHAT IS THEIR JioPhone USAGE?

Users primarily used their JioPhone for various activities like calling, messaging, alarm, listening to music, watching movies/ videos, surfing the internet for required content etc. Their usage changed depending on time of day.



# 4. WHAT IS USERS' WIKIPEDIA AWARENESS & USAGE?

Users are familiar with Wikipedia to a varying extent and their usage frequency changes based on their device usage and preference.

	AWARENESS	USAGE
Aware & Frequent	Highly familiar users of Wikipedia and read articles on the site as they seek for in-depth information (ex – Students).	Read Wikipedia 7-8 times a week
Aware But Infrequent	Somewhat familiar with Wikipedia but read occasionally as they find it difficult to read in-depth information. They only use Wikipedia when required.	Read Wikipedia once a week
Less Aware & Occasional	Vaguely familiar with Wikipedia and do land up on the site as it appears first in search results.	Read Wikipedia 3-4 times a week
Not Aware	Few users were totally unaware of Wikipedia	These users never use Wikipedia

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**1** METHODOLOGY & PARTICIPANTS

**2** FINDINGS

**3** RECOMMENDATIONS

**4** APPENDIX



# METHODOLOGY & PARTICIPANTS

Study Goals | Methodology | Participant Profiles

# STUDY GOALS

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**1 To Understand Demographics Of JioPhone Users**

**2 To Understand Motivation To Use JioPhone**

**3 To Understand JioPhone Usage**

**4 To Understand Wikipedia Awareness & Usage**

# METHODOLOGY

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**Number of Participants:** We interviewed 25 participants in total.

**Duration:** Each session lasted 45-60 minutes.

**Method:**

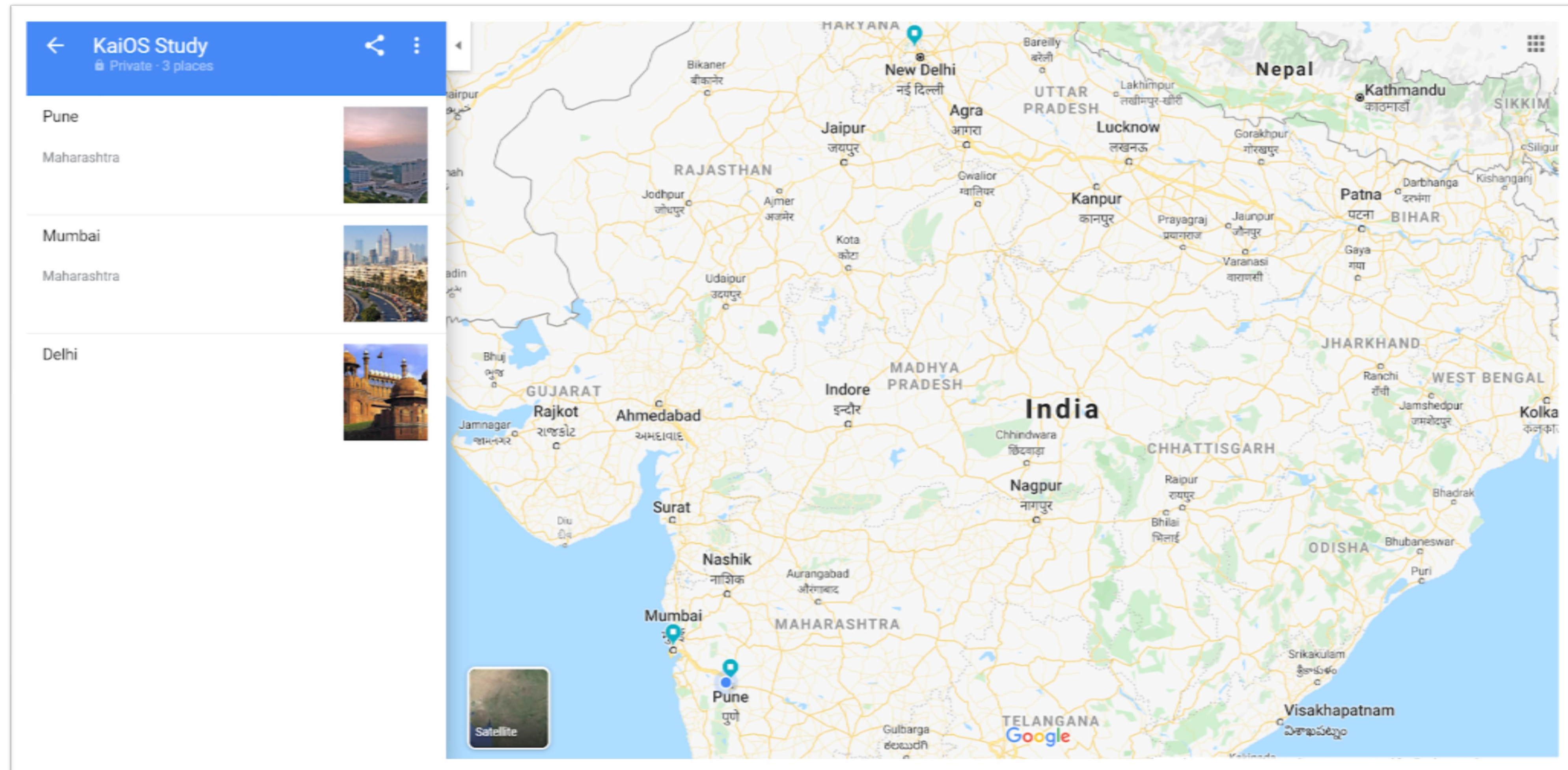
Hureo conducted one-on-one, in-person interviews. In the first 30-45 minutes, participants were interviewed about their background, reading behavior, phone, internet, app usage and Wikipedia awareness. After the interview, we observed the participants' phone, app and Wikipedia usage on their devices through a series of tasks.



*Researcher conducting a session with a participant.*

# LOCATIONS

The sessions were conducted in **Pune, Mumbai and Delhi** which are Tier I and Tier II cities in India.



# PARTICIPANT PROFILE

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All participants we focused on for the study had JioPhones and read content online in English and regional languages.

- **Age & Gender**

All participants were within the age group of **18 to 40** years and included men and women.
- **Education**

Participants came from varying educational backgrounds and included college graduates, undergraduate students, and high school (12th grade) graduates.
- **Profession**

Participants were from different professions including students, businessmen, homemakers, bank employees, salesmen, and field executives.
- **Device Usage**

All participants were using JioPhones and a few participants also owned a smartphone.
- **Language**

Participants could read, write and speak in Hindi, basic English and one or more regional languages.

# FINDINGS

1. **ABOUT JioPhone USERS**
2. **MOTIVATIONS TO USE JioPhone**
3. **PHONE, INTERNET & APP USAGE**
4. **WIKIPEDIA AWARENESS & USAGE**
5. **WIKIPEDIA FEEDBACK**

# FINDINGS

1. ABOUT JioPhone USERS
2. MOTIVATIONS TO USE JioPhone
3. PHONE, INTERNET & APP USAGE
4. WIKIPEDIA AWARENESS & USAGE
5. WIKIPEDIA FEEDBACK

# SECTION 1: ABOUT JioPhone USERS

1. WHO IS AN INDIAN JioPhone USER?
2. WHAT IS THE USERS' READING BEHAVIOR?
3. WHAT IS THE USERS' MOTIVATION TO READ?



# SECTION 1: ABOUT JioPhone USERS

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## 1. WHO IS AN INDIAN JioPhone USER?

# PERSONAS

The Wikipedia usage of a user depended on their usage and familiarity with the JioPhone. For instance, users who were students used their phone and read content online frequently whereas working professionals used their phones or read content online only when needed.

# Asha

## SCHOOLWORK-FOCUSED PARENT

Age 34 years, Female

Delhi

Graduate

Homemaker

### Language

Speaking: **अ३आइ** **ENG**  
Regional language English

Reading: **अ३आइ** **ENG**  
Regional language English

### SEARCH METHOD & LANGUAGE

 **अ३आइ** | **ENG**  
Voice Search

 **ENG**  
Text Search

### DEVICES USED

 JioPhone

 Access to Husband's Smartphone

### GOALS

- To look for information to help her children with their school work.
- To find accurate information quickly.

### CHALLENGES

- Struggles to make Google Assistant understand what she's saying.
- Struggles to find relevant information for her children's school project without having to read/sift through too much content.










### ABOUT ASHA

Asha is a homemaker from Delhi, who lives with her husband and two school-going children. She uses a JioPhone since it is durable and won't break even when her kids drop it. Asha's husband has a smartphone, which she sometimes uses to shop online. While helping her children with their school work, Asha surfs the net through her JioPhone Browser app to find more information for school essays/ projects. The Browser app opens Google by default. She also uses her phone to look up recipes, listen to devotional songs, watch videos/ movies, directions/ places of travel and keep in touch with people.

“ I hope to get relevant content quickly in my phone, so that I can help my children in completing their projects.

Asha mostly uses Voice search and speaks in Hindi, before doing so she changes the Voice Assistant language to Hindi. She also likes to read/ watch content in Hindi, especially recipe videos. However, for her children's schoolwork, she mostly searches and consumes content in English. Asha is not much of a reader, she only reads up on things to help her children with homework. She finds it difficult to scroll through text horizontally on her Jio phone, and wishes for only vertical scrolling. She has heard about Wikipedia and may unknowingly be using it, but doesn't actively seek out information on Wikipedia. Asha feels it would be nicer to find relevant content, especially for her children's school work, quickly.

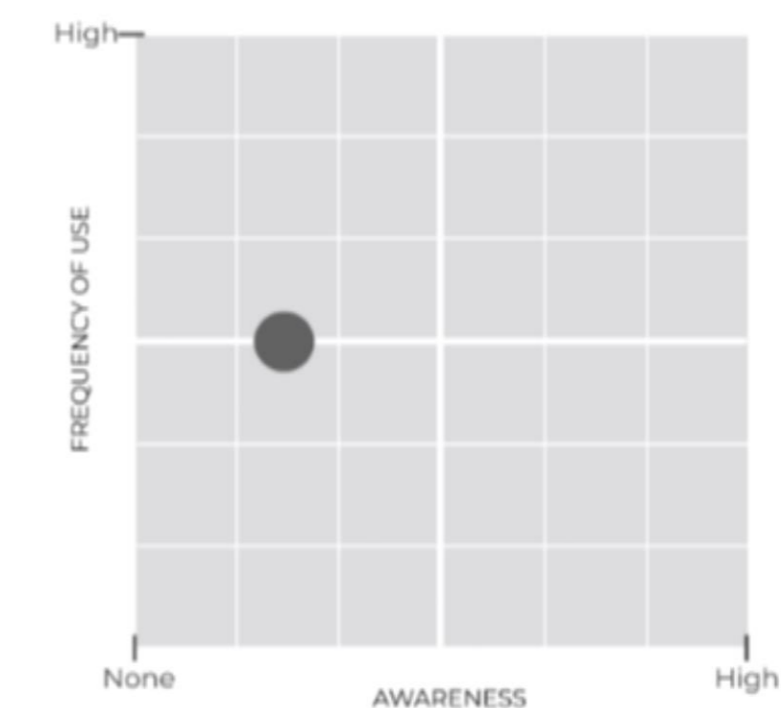
### JIOPHONE APPS

Surfing:    
Social Media:    
Entertainment:   

### APP INSTALLATION FAMILIARITY

**X** **X**  
Awareness Installing Apps

### WIKIPEDIA AWARENESS & USAGE



# Vilas

## IN-DEPTH KNOWLEDGE-SEEKER

Age 21 years, Male  
Mumbai  
Pursuing Graduation  
Student

### Language

Speaking: **अआइ** **ENG**  
Regional language English

Reading: **अआइ** **ENG**  
Regional language English

### SEARCH METHOD & LANGUAGE

 **ENG**  
Text Search

### DEVICES USED

   
JioPhone Laptop/Computer

### GOALS

- To gain in-depth understanding and knowledge on different topics related to academics and his interests.
- To find information about new words /unknown topics.

### CHALLENGES

- Struggles to read large amounts of text on the screen as it's small, and scrolling is time consuming.
- PDF documents don't open on JioPhone.
- Cannot copy/ paste text like on smartphones and computers.



## ABOUT VILAS

Vilas is pursuing Commerce degree in English from Mumbai University. He stays with his mother, father, and a younger sister. Vilas bought a Jio phone as it fits his limited budget.

Being a student, Vilas frequently browses for in-depth information that can help him with his studies, and can help him understand concepts better. He looks for information in English, as he is comfortable reading in English. While looking for information, he uses Text search, as he finds it more convenient to type – he also feels Text search is faster and gives him accurate results. A regular Wikipedia user, he often intentionally appends the term 'Wiki' to his search keywords, in order to be directed to Wikipedia. He constantly looks up the meaning of new words and concepts online, seeking to enlarge his vocabulary and knowledge.

“ Sometimes, the Wiki articles are not updated with latest information. The newest information should come at the top.

Apart from academic content, Vilas uses his Jio phone for communication, entertainment, to look up directions or places of travel, or to browse for other information. Being a cricket buff, he reads up on cricket-related information online, often on Wikipedia. Vilas would like the information on Wikipedia to be more updated, and divided into easily consumable chunks.

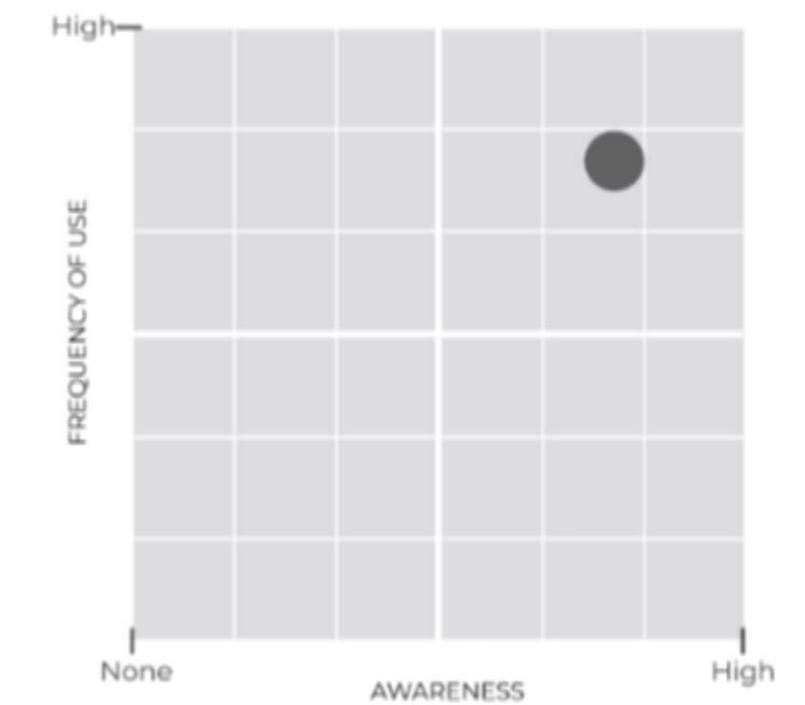
### JIOPHONE APPS

Surfing:     
Social Media:    
Entertainment:     

### APP INSTALLATION FAMILIARITY

   
Awareness Installing Apps

### WIKIPEDIA AWARENESS & USAGE



# Ajay

## ON-THE-GO CASUAL READER

Age 32 years, Male

Mumbai

Graduate

Business

### Language

Speaking: **अआइ** **ENG**  
Regional language English

Reading: **अआइ** **ENG**  
Regional language English

### SEARCH METHOD & LANGUAGE

 **ENG**  
Voice Search

 **ENG**  
Text Search

### DEVICES USED

    
JioPhone Smartphone Office Computer

### GOALS

- To quickly find and consume essential information related to work/daily activities.
- To stay updated with news and latest happenings.

### CHALLENGES

- Struggles to type on JioPhone.
- Finds it difficult and time-consuming to read in-depth information (on Wikipedia)
- Finds it difficult to consume visual content on his Jio phone.
- Finds scrolling, especially horizontal scrolling, slow and tedious.



### ABOUT AJAY

Ajay runs a business of housekeeping services. He lives with his wife and daughter in Mumbai. Ajay has a Jio phone for personal use, and a smartphone for work-related activities. He prefers watching videos/ movies on his smartphone since the screen is bigger. Ajay is more fluent in Hindi, but he mostly searches for and reads content online in English. He uses both Text or Voice search- preferring Voice when he's on the move, and not surrounded by too many people. Sometimes, Ajay consumes content in Hindi. When he wants Hindi information, he adds the term 'in Hindi' to his search term – however, his entire search is in English.

“Wikipedia should have some part of information in Video format, for quick and easy understanding.

Ajay likes to keep up with the latest news and business updates. To surf for information, he chooses the 'Browser' app on his JioPhone, which opens Google by default. He visits news sites by typing the name of a particular site in the search bar, or visits the JioNews app in English or Hindi. While reading, Ajay skims quickly through content. He sometimes lands up on Wikipedia - but is overwhelmed by the quantity of information. The images keep him interested, and he finds the hyperlinks within the article useful. Ajay would like to get information faster, with articles that are easy to read and have supporting images and videos that load quickly on his Jio phone.

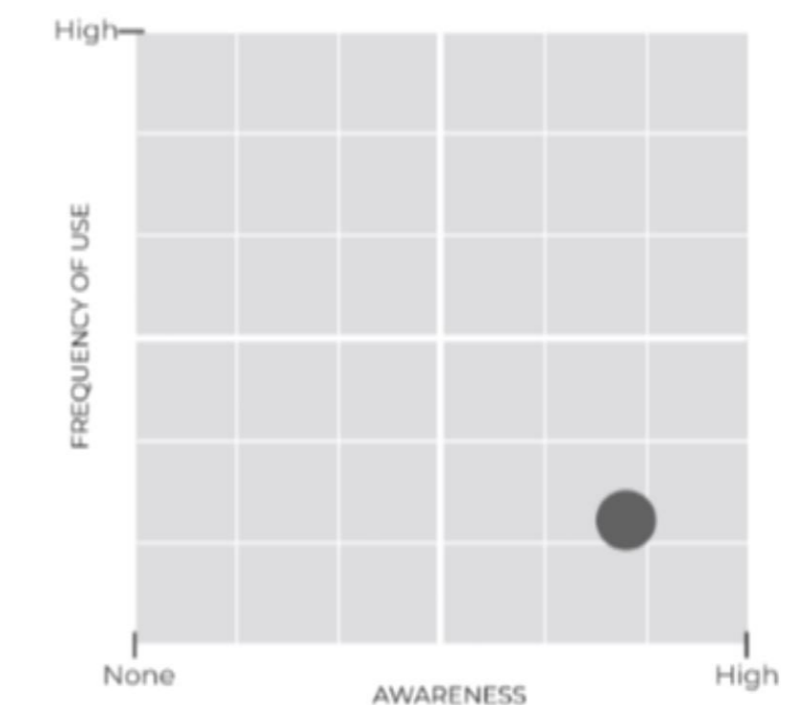
### JIOPHONE APPS

Surfing:      
Social Media:   
Entertainment:   

### APP INSTALLATION FAMILIARITY

   
Awareness Installing Apps

### WIKIPEDIA AWARENESS & USAGE



# Mangesh

## REGIONAL LANGUAGE USER

Age 36 years, Male  
Pune  
Completed High School  
Working Professional


### Language

Speaking: **अआइ**  
Regional language

Reading: **अआइ** **ENG**  
Regional language English

### SEARCH METHOD & LANGUAGE

 **अआइ**  
Voice Search

 **अआइ** | **ENG**  
Text Search

### DEVICES USED

  
JioPhone

### GOALS

- To find information/content in Marathi or Hindi.
- To get relevant information quickly, as and when needed.

### CHALLENGES

- Struggles to make Google Assistant understand what he's saying in Marathi or Hindi.
- Finds it difficult to type on JioPhone.
- Occasionally faces load time/ buffering time issues.



## ABOUT MANGESH

Mangesh works as a field executive in a travel agency in Pune. He lives with his wife, daughter, and parents. Mangesh mostly speaks in Marathi or Hindi at home and at work. Since he knows only basic English, he's not comfortable speaking or reading in English. Mangesh uses his JioPhone to stay updated with news, which he prefers to read/ watch in Marathi or Hindi, to browse for information related to work or his daily activities, to look for directions, make travel plans, as well as to keep in touch with people through social media and Whatsapp. He also watches videos/ movies, mostly in Marathi/ Hindi, and listens to regional language music.

“ Sometimes Google doesn't have relevant content in Marathi for some topics.

While browsing for information, Mangesh struggles to type in English on the phone and prefers using Google Assistant. However, Google Assistant doesn't always understand what he says in Marathi. The few times he types, he types Marathi or Hindi words in the Roman script. Mangesh prefers to read/ consume content in Marathi, his second preference being Hindi. To do so, he changes the language of the Google Assistant to Marathi/Hindi, since he believes this will fetch results in that language. Or he mentions 'in Marathi' when he is looking for information. However, he struggles to find Marathi content. Mangesh was unaware about Wikipedia in Marathi but upon hearing of it, is looking forward to more quality content in Marathi online.

### JIOPHONE APPS

Surfing:     

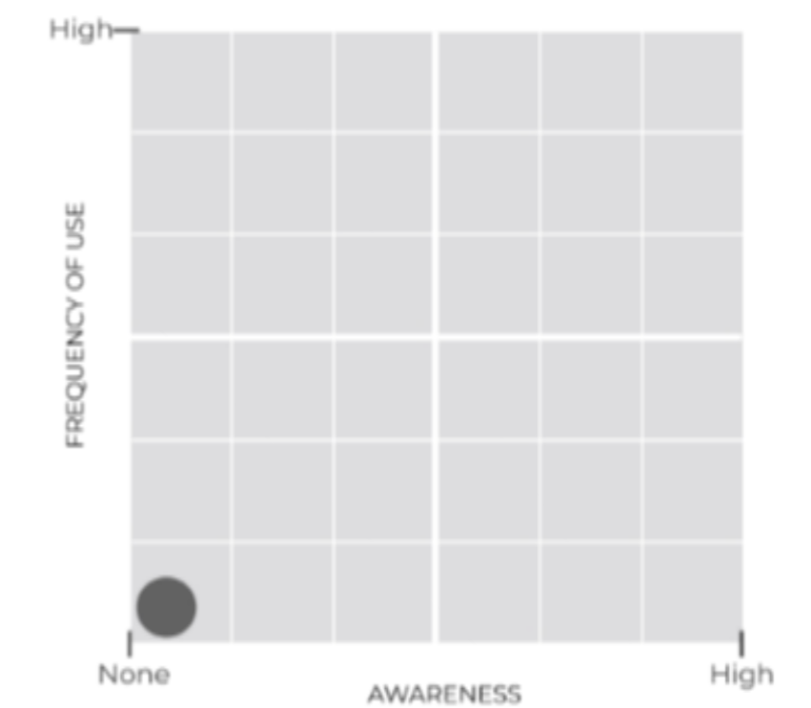
Social Media: 

Entertainment:   

### APP INSTALLATION FAMILIARITY

**X** **X**  
Awareness Installing Apps

### WIKIPEDIA AWARENESS & USAGE



# SECTION 1: ABOUT JioPhone USERS

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# WHAT IS THE USERS' READING BEHAVIOUR?

Users are reading content online as well as offline. Their reading language depends upon their medium and the kind of content they choose to read.

	WHAT ARE THEY READING?	WHAT LANGUAGE ARE THEY USING?
ONLINE	Users read news, academic & work related information. They also read about places, famous people, recipes, products etc.	Users read online content in English as it was easier to search for content in English. Users struggle to find online content in regional languages.
OFFLINE	Users read newspapers, magazines, academic information and different types of books.	Users read more in regional languages and less in English while reading offline.



“

*I read articles about programming or coding related problems  
because that is related to my college course.*  
- User 11, Pune

“

*I recently read the book 'Rich Dad, Poor Dad' in Hindi.*  
- User 24, Pune

# SECTION 1: ABOUT JioPhone USERS

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# WHAT IS THE USERS' MOTIVATION TO READ?

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## Stay Updated About Current Affairs

Users read news to get information about the world and stay updated about current affairs.

## For Academics And Work

Users read because it helps them in their academics and work when required.

## Read About Topics of Interest

Users read about products, places, famous people and other information to gain knowledge about their interests.

## Gain Motivation

Users read non-fiction books so as to gain motivation and become successful in life.

“

*I read the newspaper or check the latest news online whenever I get time so that I am informed about things going on around the world.*

*- User 7, Mumbai*

“

*I read course books or search for academic related information online, so that I can prepare myself better for my college exams.*

*- User 11, Pune*

“

*I look for information on new cosmetic products & baby products which I can purchase and also kinds of recipes which I want to cook.*

*- User 8, Mumbai*

“

*Currently I am reading “Think & Grow Rich” by Napoleon Hill. 95% of the people have been successful who have read this book. But it will take time and not happen in a day or two.*

*- User 3, Pune*

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5. WIKIPEDIA FEEDBACK

## SECTION 2: MOTIVATIONS TO USE JioPhone

1. WHY DO USERS USE ONLY JioPhone?
2. WHY DO USERS USE BOTH SMARTPHONE AND JioPhone?

## SECTION 2: MOTIVATIONS TO USE JioPhone

1. WHY DO USERS USE ONLY JioPhone?
2. WHY DO USERS USE BOTH SMARTPHONE AND JioPhone?



WHY DO USERS USE ONLY **JioPhone**?

# FEATURES OF A SMARTPHONE AT A VERY LOW PRICE

—  
Most of the users were using JioPhones over other feature phones and smartphones, as it had features of a smartphone at a very low price.

The reasons for preferring JioPhone varied upon the device it was being compared to:

1. Using JioPhone over other feature phones
2. Using JioPhone over other smartphones

# 1. USING JioPhone OVER OTHER FEATURE PHONES

Users preferred to buy a JioPhone instead of a normal feature phone primarily because a JioPhone has smart features and good internet connectivity that other feature phones do not offer.

**1 Smart Features**

**2 Internet Connectivity**

**3 Better Features At Same Price**



**JioPhone 1**

- Price : Rs. 700-1500
- Basic phone features
  - **Smart features**
  - **Internet Connectivity**



**Other Feature Phone**

- Price : Rs. 700-2000
- Basic phone features.

“

*“I bought a JioPhone because when I went to buy it at the mobile store I realized that it has a lot of smartphone features and good internet usage capabilities unlike normal feature phones that can only be used for calling. What more can you ask for at such a low price?”*

*- User 16, Delhi*

## 2. USING JioPhone OVER OTHER SMARTPHONES

Users preferred to buy a JioPhone instead of a smartphone because JioPhone has all the necessary smart features at a very affordable price. Users also bought a JioPhone because their family members use a Jio sim card and it is quite durable.

- 1 **Smart Features At Affordable Price**
- 2 **Family Members Use Jio Sim Card**
- 3 **Durable**
- 4 **Easy & Cheap To Maintain**
- 5 **Familiar With Keypad**
- 6 **Good Battery Life**
- 7 **Does Not Hang**



**JioPhone 1**

Price : Rs. 700-1500



**Basic Smartphone**

Price : Rs. 3500+

## 2. USING JioPhone OVER OTHER SMARTPHONES

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### 1. Smart Features At Affordable Price

Users bought the JioPhone instead of a smartphone because it had features of a smartphone at an affordable price which they could afford.

### 2. Family Members Use Jio Sim Card

Users bought a JioPhone because their family members use Jio sim cards and Jio has good network coverage.

“

*I preferred to buy JioPhone over other feature phones because of its smart features and ability to use the internet.*

*- User 12, Pune*

“

*"One of the big reasons that I bought a JioPhone is because all of my family members use Jio sim cards and Jio offers unlimited calling from one jio to another"*

*- User 15, Mumbai*

## 2. USING JioPhone OVER OTHER SMARTPHONES

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### 3. Durable Phone

Users also mentioned that the JioPhone is quite durable so it doesn't get damaged easily.

### 4. Easy & Cheap To Maintain

Users prefer the JioPhone over a smartphone because it is quite cheap to maintain and repair whereas a smartphone is expensive to get repaired if dropped and the screen shatters.

“

*I bought a JioPhone because it is very durable. Even if I drop it, it won't get damaged badly like a smartphone .*

*- User 24, Pune*

“

*If you buy a smartphone and accidentally drop it and the glass shatters, it will be both expensive and time consuming to get it repaired. You don't have this risk with the JioPhone. JioPhone is also cheap to buy, recharge and maintain.*

*- User 19, Delhi*

## 2. USING JioPhone OVER OTHER SMARTPHONES

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### 5. Familiar With Keypad

Users chose the JioPhone because it is a keypad based phone and they are accustomed to using a keypad based phone.

### 6. Good Battery Life

Users also prefer the JioPhone because it has very good battery life.

“

*I have always used keypad based phones and never used a smartphone, hence I preferred JioPhone. I am used to the keypad based form factor.*

*- User 16, Delhi*

“

*“I need to make a lot of calls daily and the JioPhone has a better battery life than a smartphone”*

*- User 23, Delhi*

## 2. USING JioPhone OVER OTHER SMARTPHONES

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### 7. Does Not Hang

Users mentioned that they preferred JioPhone because it doesn't have heating and hanging (freeze/ crash) problems unlike low-end smartphones.



*My husband has an android phone and he complains his phone hangs a lot. If you buy a smartphone and it keeps hanging / freezing then what's the point? Might as well use a JioPhone, it does not hang and Jio has very good network coverage, the phone itself is cheap, the plans are also cheap. So the JioPhone is a much better option.*

*- User 21, Delhi*



## SECTION 2: MOTIVATIONS TO USE JioPhone

1. WHY DO USERS USE ONLY JioPhone?
2. WHY DO USERS USE BOTH SMARTPHONE AND JioPhone?

# WHY DO USERS USE BOTH SMARTPHONE AND JioPhone?

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## Smartphone For Professional Use

Users used a JioPhone for personal use, and the smartphone for work/professional use.

## JioPhone As A Backup Phone

Users also used the JioPhone as a backup phone, they use it when their smartphone's data gets exhausted.

## Fast Loading Times

In spite of using a smartphone, users preferred to use their JioPhones for the internet because of faster loading time.

# 1. SMARTPHONE FOR PROFESSIONAL USE

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## 1. Open & Scan Documents

JioPhone does not support working with documents such as PDFs which are required in their work. Users used a smartphone to open and scan documents.

## 2. Smartphone For Banking Purposes

Banking apps do not work in JioPhone. Users chose to use the smartphone for banking purposes.

“

*I use my iPhone for official purposes like to access & scan documents. In JioPhone its difficult to see and access documents.*

*- User 3, Pune*

“

*I use my JioPhone for personal and professional uses but I need to use my smartphone for banking transactions. They do not work on JioPhone.*

*- User 15, Mumbai*

# FINDINGS

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# SECTION 3: PHONE, INTERNET & APP USAGE

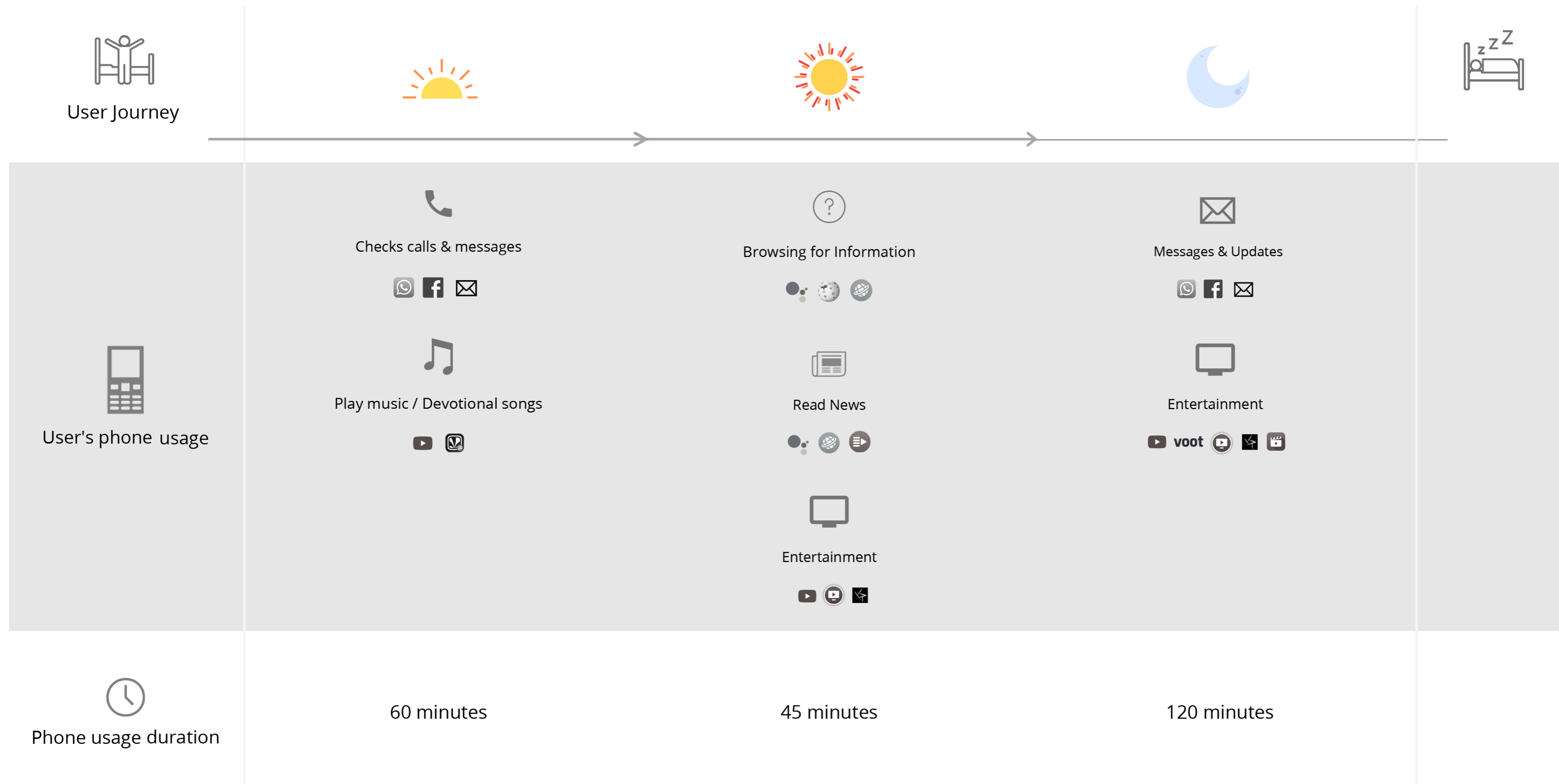
1. WHAT IS USERS' JioPhone USAGE?
2. WHAT IS USERS' INTERNET USAGE ON JioPhone?
3. WHAT IS USERS' APP AWARENESS & USAGE ON JioPhone?
4. WHAT ARE THE BARRIERS OF USING A JioPhone?

# SECTION 3: PHONE, INTERNET & APP USAGE

1. **WHAT IS USERS' JioPhone USAGE?**
2. **WHAT IS USERS' INTERNET USAGE ON JioPhone?**
3. **WHAT IS USERS' APP AWARENESS & USAGE ON JioPhone?**
4. **WHAT ARE THE BARRIERS OF USING A JioPhone?**

# WHAT IS USERS' JioPhone USAGE?

Users primarily use their JioPhone for various activities like calling, messaging, alarm, listening to music, watching movies/ videos, surfing the internet for required content etc. Their usage changed depending on the time of day.



# SECTION 3: PHONE, INTERNET & APP USAGE

1. WHAT IS USERS' JioPhone USAGE?
2. WHAT IS USERS' INTERNET USAGE ON JioPhone?
3. WHAT IS USERS' APP AWARENESS & USAGE ON JioPhone?
4. WHAT ARE THE BARRIERS OF USING A JioPhone?



# WHY ARE USERS USING INTERNET ON JioPhone?

Users primarily preferred to use internet on JioPhone because it consumes less data and has good internet speed.

## Good Internet Speed

Users preferred using internet on their JioPhone as they felt it had good internet speed, compared to a smartphone.

## Less Data Consumption

Users used internet on JioPhones as it consumes very less data and the data quota lasts longer compared to a smartphone.

## Only Device They Own

Users don't have any other device and so this is only device they can use internet on.

## Rare Network Issues

Users use internet on JioPhone as it rarely had network issues.

“

*Internet usage speed and loading times are faster on JioPhone even when compared to a smartphone, there aren't any buffering problems in JioPhone.*

*- User 17, Delhi*

“

*I always use the internet in my JioPhone when I want to see cricket matches or movies, as it consumes very less data. If I use my smartphone for it, my data gets over quickly.*

*-User 1, Pune*

# HOW DO USERS ACCESS INTERNET ON JioPhone?

Users use internet on JioPhone majorly with cellular data, they don't often have access to WiFi.

## Mobile Internet

All users access internet via mobile data. They choose specific data plans depending on their needs and budget.

## WiFi

Few users have access to WiFi. They access WiFi at their home, college or work.

# HOW DO USERS ACCESS INTERNET ON JioPhone?

All users use internet on JioPhone majorly with cellular data/ mobile internet, as most of them don't have access to Wi-Fi.



Mobile Internet

## Budget & Usage

- - The users choose specific data plans depending on their needs and budget.
- - They do not save their mobile data since JioPhone consumes very less data.

## Prepaid Plans

- - All of the users use prepaid plans.
- - Users subscribed plans from Rs. 75 to Rs. 399 which offered them 100 MB to 1.5 GB of data per day respectively. All Jio plans include unlimited Jio to Jio voice calls.

# WHAT DO USERS DO ONLINE?

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Almost all users use their phones for social media, entertainment, and to search for information and news.

## Social Media

Users use the internet to access social media apps to be in touch with friends, family and colleagues.

## Entertainment

Users also use JioPhone for their entertainment – to watch films, TV shows, cricket matches, listen to music, etc.

## Searching For Information And News

Users search to gain information and be updated with current news.

Users also search based on their needs and interests – looking for directions, restaurants, recipes, reading blogs/article, etc.

# HOW DO USERS SEARCH FOR INFORMATION?

Users search for information through text search, and a combination of text and voice search.

## Only Text Search

Many users prefer to search for information through textual search due to their existing habits or inaccuracies in voice search.

## More Voice, Less Text Search

Some users prefer voice search rather than typing as it is more convenient and easy for them.

## Equal Text & Voice Search

Few users use a combination of both Voice and Textual search. The method varied as per the situation and need.

# HOW DO USERS SEARCH FOR INFORMATION?

---

## Only Text Search

Many users prefer to search for information through textual search due to their existing habits or inaccuracies in voice search. They use text search in Browser and YouTube while searching for information.

## Why are they using Text Search?

### Used To Typing

- Many users are very familiar with using textual search and feel that it is more convenient.

### Inaccurate Voice Recognition

- Some users prefer textual search, as voice search is frequently inaccurate and does not recognise what people are searching for be it in English or Hindi.

### Voice Search Feels Awkward

- Few users feel a bit uncomfortable to voice search, especially in social situations like at work or social gathering, so they prefer textual search.

# HOW DO USERS SEARCH FOR INFORMATION?

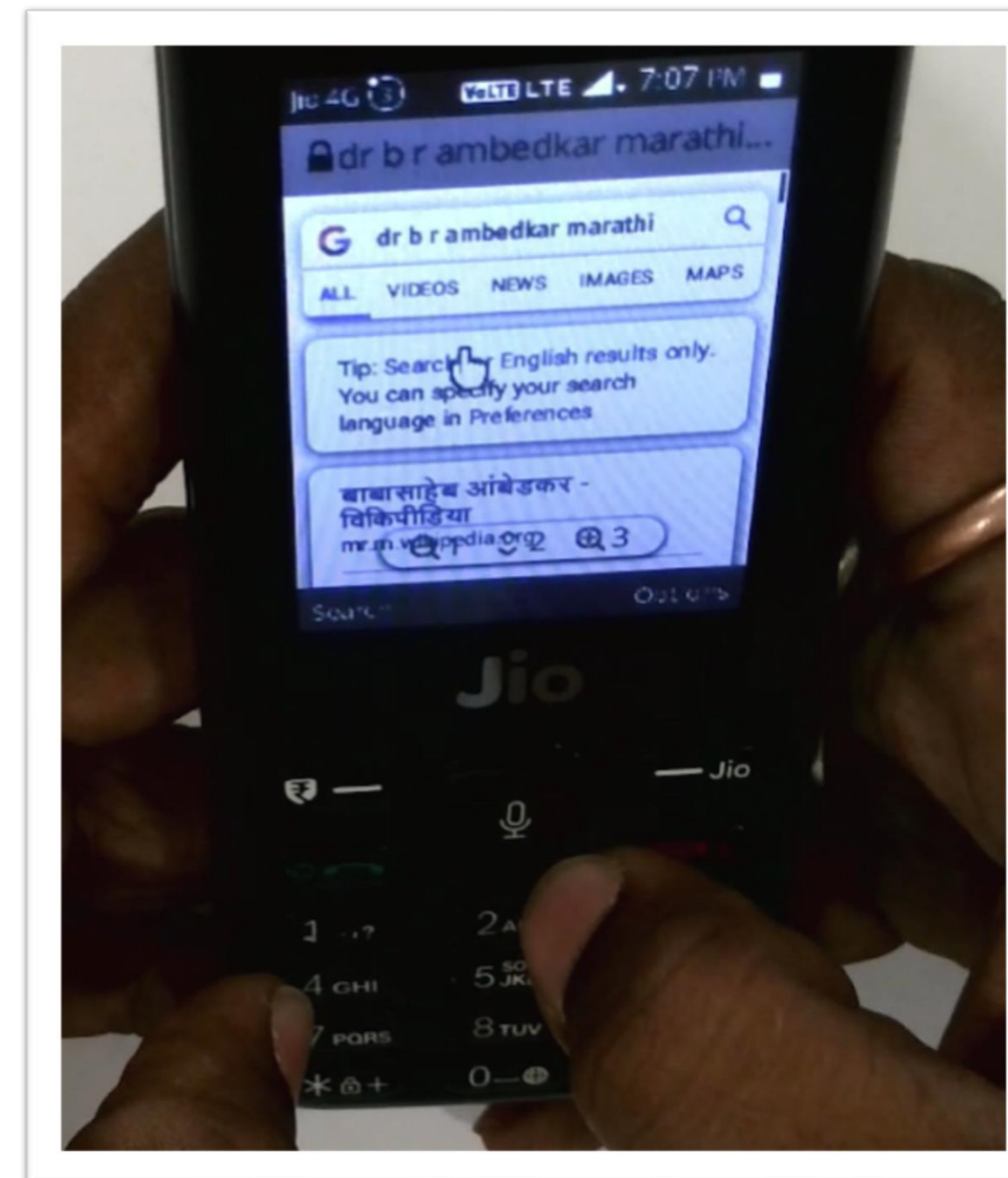
## Only Text Search

Many users prefer to search for information through textual search due to their existing habits or inaccuracies in voice search. They use text search in Browser and YouTube while searching for information.

## What languages are they using?

**Aa** ENGLISH

- Most of the users use English for textual search as they feel it is easier to type in English rather than a regional language in JioPhone.
- They use few words or just nouns to type.



*User using textual search on google*



# HOW DO USERS SEARCH FOR INFORMATION?

---

## More Voice, Less Text Search

Some users prefer voice search rather than typing as it is more convenient and easy for them. They use voice search in Google Assistant and YouTube.

## Why are they using Voice Search?

### Easy & Convenient

- Most of the users prefer voice search as it is more convenient and easier for them than typing on a keypad phone.

### Time Saving

- Few users prefer voice search as they feel it saves time compared to typing.

### Works in Regional Languages

- Few users prefer voice search as they could search in other languages other than English.

# HOW DO USERS SEARCH FOR INFORMATION?

---

## More Voice, Less Text Search

Some users prefer voice search rather than typing as it is more convenient and easy for them. They use voice search in Google Assistant and YouTube.

## What languages are they using?



## REGIONAL LANGUAGES

Most of the users prefer regional languages while doing voice search.

- **Aware of changing language:** Users are aware of changing language in voice search.
- **Easier than typing in regional language:** Voice search in regional language is easier than typing in regional language
- **Typing Roman Script for Regional Language words:** If they do textual search, most of the time they use roman script for regional language words because of their limited fluency in English.

# HOW DO USERS SEARCH FOR INFORMATION?

---

## Equal Text & Voice Search

Few users use a combination of both Voice and Textual search. Their search method varied as per the situation and need. They use textual search in Browser & YouTube and voice search in Google Assistant.

## Why are they using Voice and Text Search?

### Voice For Quick Information

- Users prefer voice search for need based information like for directions, restaurants etc.

### Text When Around People

- Users prefer text search if they are around people at work or social gathering.

### Text When Voice Search Fails

- Users also prefer text when the phone fails to recognize what is being said.

# HOW DO USERS SEARCH FOR INFORMATION?

---

## Equal Text & Voice Search

Few users use a combination of both Voice and Textual search. Their search method varied as per the situation and need. They use textual search in Browser & YouTube and voice search in Google Assistant.

## What languages are they using?

**Aa** ENGLISH

These users use English for both typing and voice search.

# SECTION 3: PHONE, INTERNET & APP USAGE

1. WHAT IS USERS' JioPhone USAGE?
2. WHAT IS USERS' INTERNET USAGE ON JioPhone?
3. WHAT IS USERS' APP AWARENESS & USAGE ON JioPhone?
4. WHAT ARE THE BARRIERS OF USING A JioPhone?

# WHAT APPS ARE USERS USING ON JioPhone?

Users are using various applications related to social media, entertainment, and to gain knowledge & information.



## Communication

Users are using social media apps to be in touch with their friends, families and colleagues.



## Entertainment

Users are also using apps such as YouTube and JioTV for their entertainment. They use various Jio apps to watch videos, films and listen to songs.



## Search For Information

Users are using apps like Google Assistant, JioNews, and Browser to search for required information. They mostly searched for latest news, academic information, meaning of words, locations, recipes etc.

# HOW DID USERS DISCOVER THESE APPS?

Users discovered apps on JioPhone due to pre-installation or by exploring JioStore on their phones.

## Apps Were Pre-installed

Users discovered these apps as they were already preinstalled on their phones.

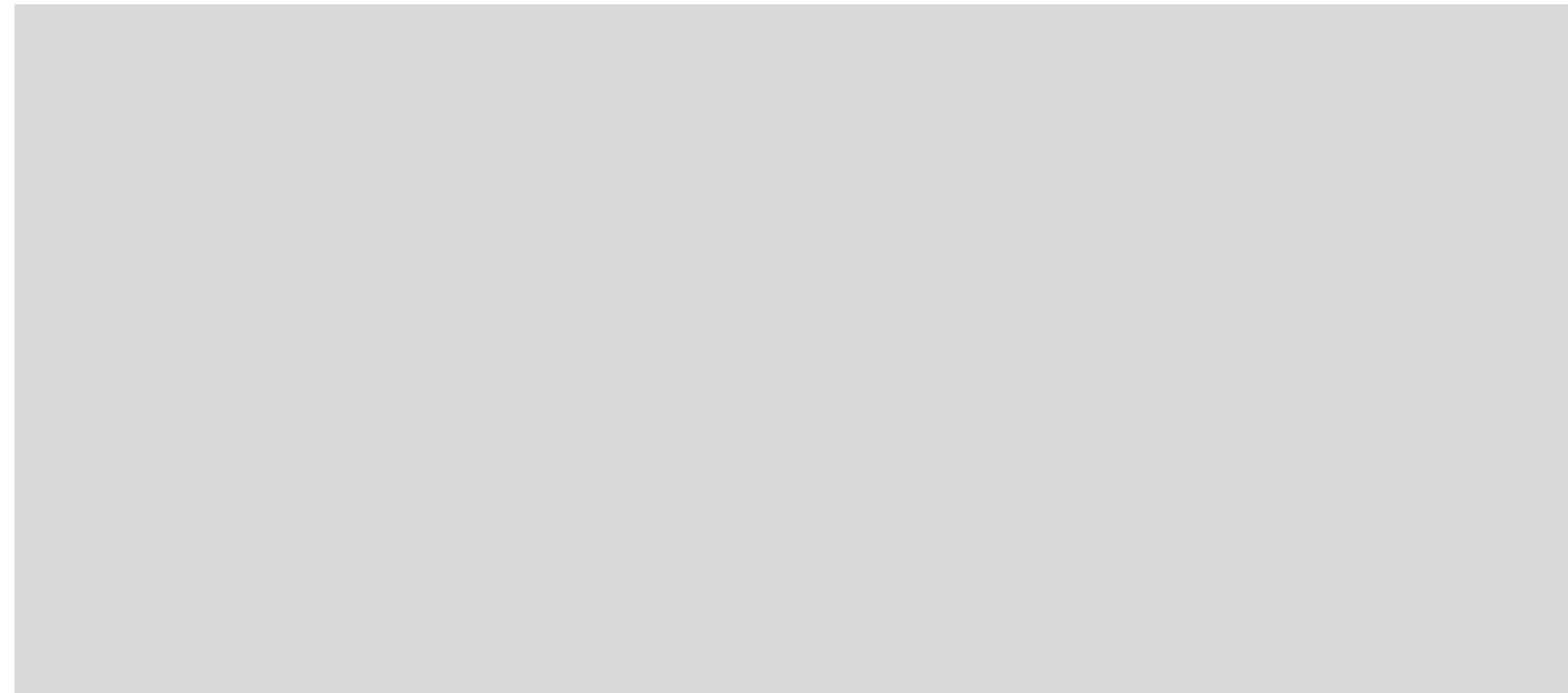
## Exploring JioStore

Users discovered apps while exploring the JioStore on the phone and then downloaded the apps which they wanted to use.

## Asking Others To Download Apps For Them

Users were pre-aware of some apps but didn't know how to download apps on the JioPhone, so they asked their friends or the store employee from where they bought the phone to download the required apps on their behalf.

# ARE USERS AWARE ABOUT DOWNLOADING APPS?

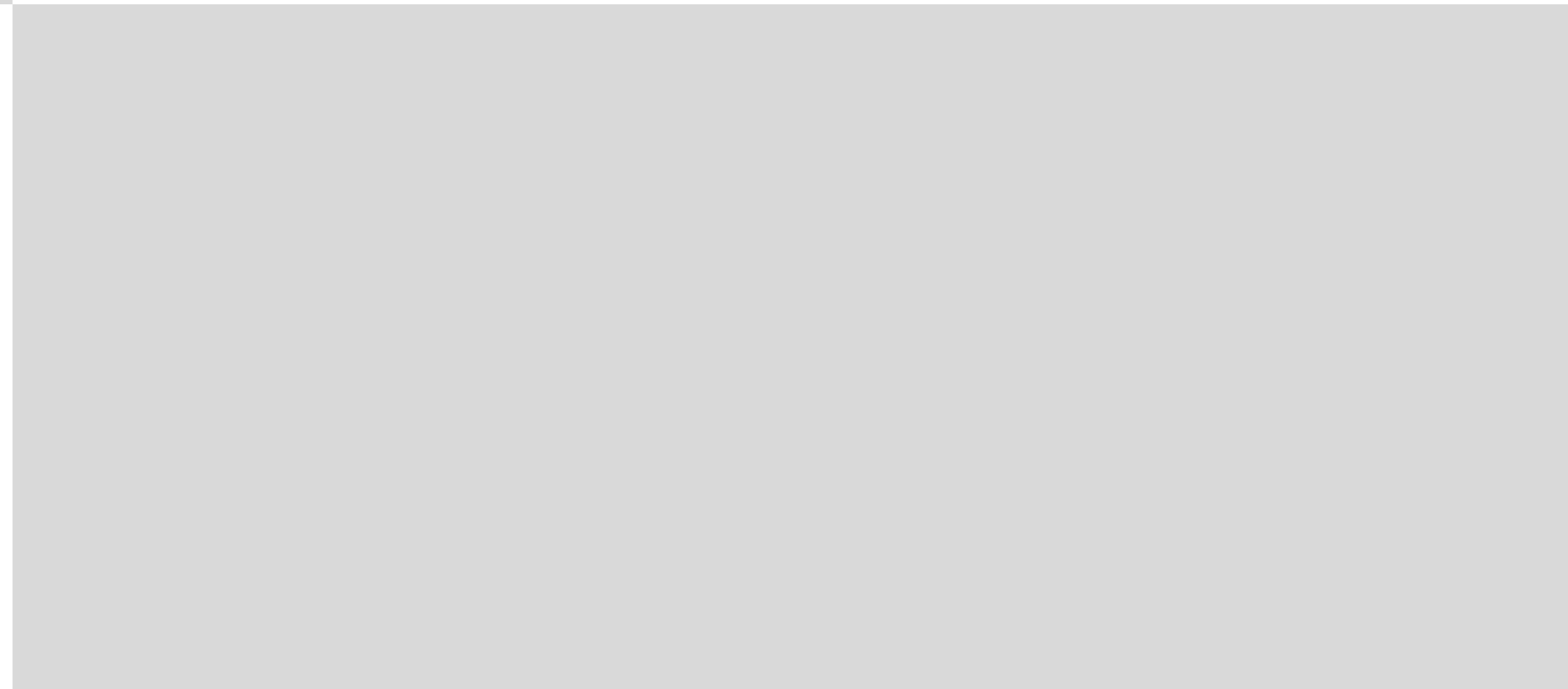


## ✓ WERE AWARE

Some users know how to download apps through JioStore available on the phone. They learned to download apps while exploring the JioStore on their phone.

## ✗ WERE NOT AWARE

Many users didn't know how to download apps, as all the apps were preinstalled on their phones or asked others to download on their behalf.





# WHAT ARE THE BARRIERS OF USING A JioPhone?

1

## Small Screen

Users have issues with the size of the screen of JioPhone as it is very small to consume content in both written and visual format.

2

## Difficulty In Typing

Users struggled with the keypad of the JioPhone as it didn't respond sometimes and was time consuming.

3

## Difficulty In Scrolling

Users struggled while searching for information online as they have to keep scrolling. It would start auto-scrolling sometimes.

4

## Unable To Open Documents

Users mentioned that the JioPhone didn't open any kind of readable documents especially PDF's which is required for their academics or work.

5

## Limited Apps

Users mentioned that some apps don't work on JioPhone which was important for their work like banking apps, travel etc.

6

## Buffering Videos

Users have buffering issues while playing videos on their phones.

7

## Image Clarity

Users were not happy with the clarity of image when they searched online and couldn't use it when needed.

8

## Unable To Copy/Paste Text

Users mentioned that they couldn't copy/paste text from the internet on their JioPhones.

9

## Unable To Take Screenshots

Users also mentioned that they couldn't take screenshots on their JioPhones.

“

*The screen size of the JioPhone is very small. Sometimes, the eyes start paining if you are continuously using the phone.*

*- User 3, Pune*

“

*Scrolling is a big problem, we have to continuously keep pressing the button while searching anything on the phone. Sometimes, it would start auto-scrolling at a rapid speed.*

*- User 8, Mumbai*

“

*JioPhone doesn't support some apps like banking & payment apps, pdf documents etc. and this is very much needed for my work. So, I also use a smartphone.*

*- User 15, Mumbai*

“

*Sometimes, a video takes a lot of time to buffer before playing. This rarely happens but when it does it is irritating as then it takes a lot of time.*

*- User 19, Delhi*

# FINDINGS

1. ABOUT JioPhone USERS
2. MOTIVATIONS TO USE JioPhone
3. PHONE, INTERNET & APP USAGE
4. WIKIPEDIA AWARENESS & USAGE
5. WIKIPEDIA FEEDBACK

# **SECTION 4: WIKIPEDIA AWARENESS & USAGE**

- 1. WHAT IS THE WIKIPEDIA AWARENESS & USAGE FREQUENCY?**
- 2. DO USERS USE WIKIPEDIA ON THEIR JioPhone?**
- 3. WHAT DO USERS READ ON WIKIPEDIA?**
- 4. WHY DO USERS PREFER WIKIPEDIA?**
- 5. IN WHICH LANGUAGES DO USERS READ WIKIPEDIA?**

# SECTION 4: WIKIPEDIA AWARENESS & USAGE

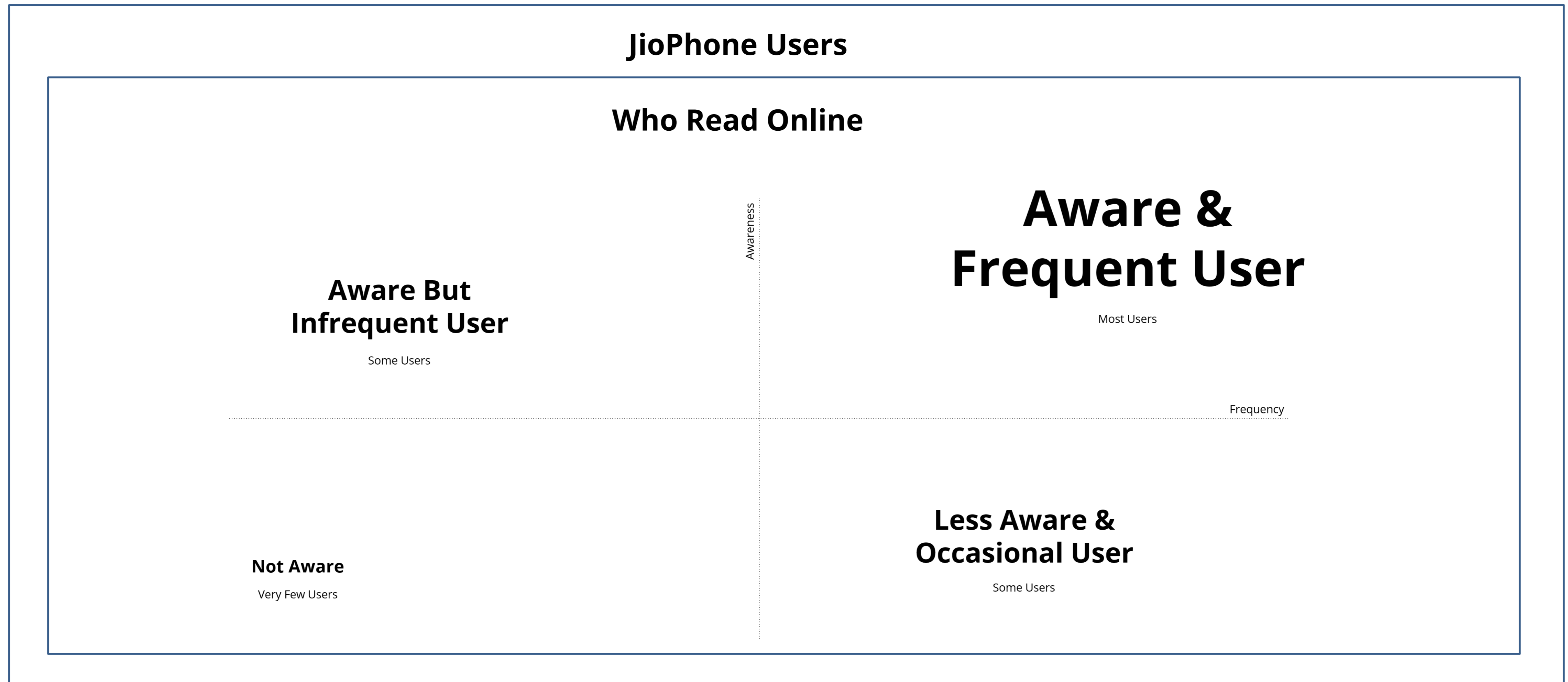
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# WHAT IS THE WIKIPEDIA AWARENESS & USAGE FREQUENCY?

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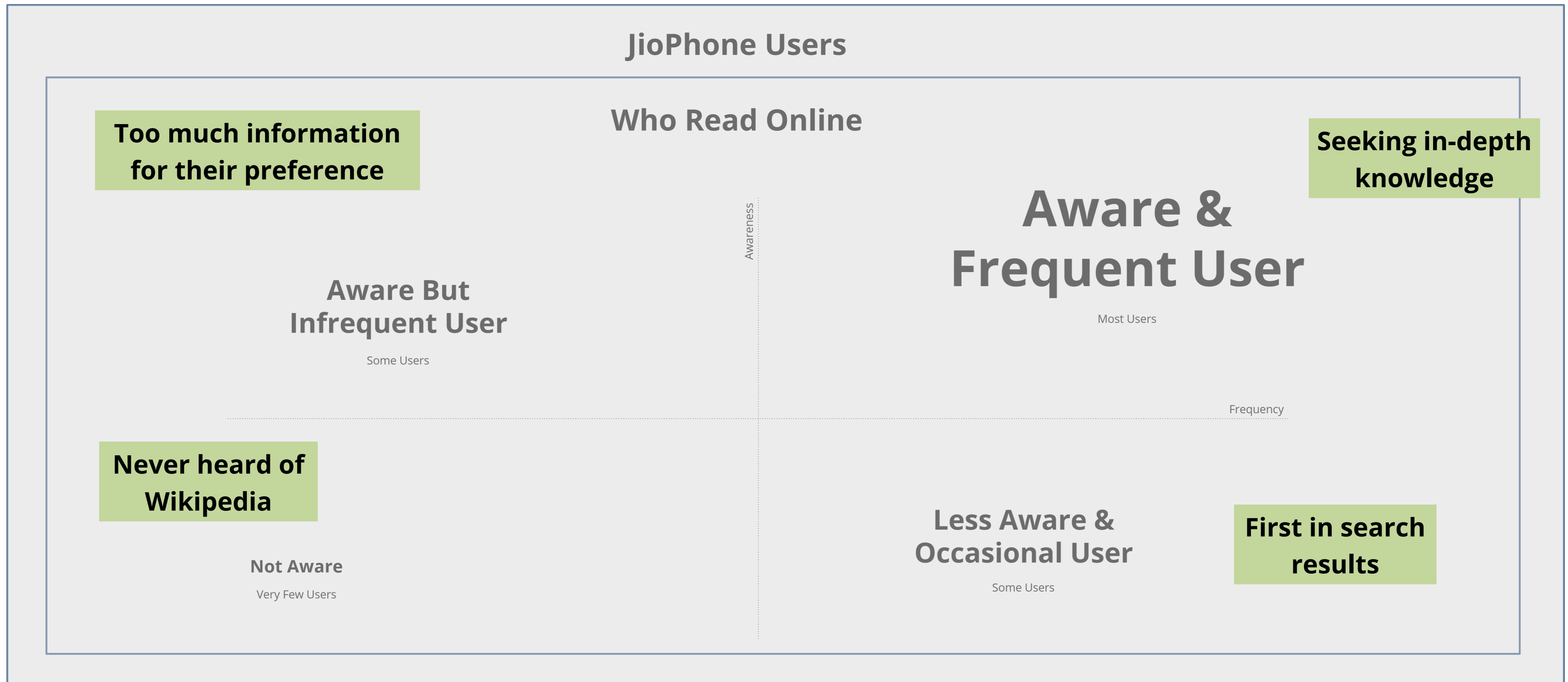
The users we focused on for the study had JioPhones and read content online. Users were familiar with Wikipedia to a varying extent and their usage frequency changed based on their device usage and preference.

# WHAT IS THE WIKIPEDIA AWARENESS & USAGE FREQUENCY?





# WHAT IS THE WIKIPEDIA AWARENESS & USAGE FREQUENCY?



# WHAT IS THE WIKIPEDIA AWARENESS & USAGE FREQUENCY?

Users are familiar with Wikipedia to a varying extent and their usage frequency changes based on their device usage and preference.

	AWARENESS	USAGE
<b>Aware &amp; Frequent</b>	Highly familiar users of Wikipedia and have read articles on the site as they seek for in-depth information (ex – Students).	Read Wikipedia 7-8 times a week
<b>Aware But Infrequent</b>	Somewhat familiar with Wikipedia but read occasionally as they find it difficult to read in-depth information. They only use Wikipedia when required.	Read Wikipedia once a week
<b>Less Aware &amp; Occasional</b>	Vaguely familiar with Wikipedia and do land up on the site as it appears first in search results.	Read Wikipedia 3-4 times a week
<b>Not Aware</b>	Few users were totally unaware of Wikipedia	These users never use Wikipedia

# SECTION 4: WIKIPEDIA AWARENESS & USAGE

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# DO USERS USE WIKIPEDIA ON THEIR JioPhone?

Users read on Wikipedia if they don't have access to a different device. If they also own a different device then their device preference changes.



## JioPhone

Aware users who only have a JioPhone read Wikipedia on their JioPhone



## JioPhone + Smartphone

Aware users who own both JioPhone & smartphone prefer to read Wikipedia on their smartphone

# SECTION 4: WIKIPEDIA AWARENESS & USAGE

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# WHAT DO USERS READ ON WIKIPEDIA?

The content users read on Wikipedia depends on their information requirement (ex – education, job) and their topics of interest.



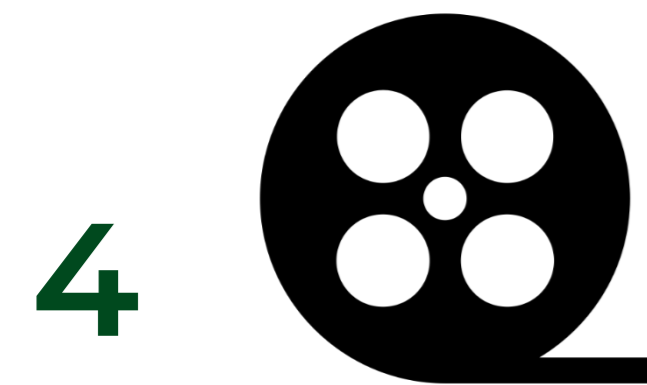
**Famous  
People**



**Academic  
Information**



**Places To  
Visit**



**Movies**



**Automobiles  
& Technology**

# WHAT DO USERS READ ON WIKIPEDIA?

---

The content users read on Wikipedia depends on their information requirement (ex – education, job) and their topics of interest.

## Famous People

Users read Wikipedia to know about famous people like cricketers, bollywood celebrities, historical figures etc.

## Academic Information

Users used Wikipedia to gain more knowledge on educational topics as part of their pursuing graduation.

## Places To Visit

Users also used Wikipedia while they were searching for places to visit like historical forts and hill stations of India.

# WHAT DO USERS READ ON WIKIPEDIA?

The content users read on Wikipedia depends on their information requirement (ex – education, job) and their topics of interest.

## Movies

Users also read Wikipedia articles on interesting films which they watched or wanted to watch.

## Automobiles & Technology

Users also read about upcoming automobiles and phones due to their interest.



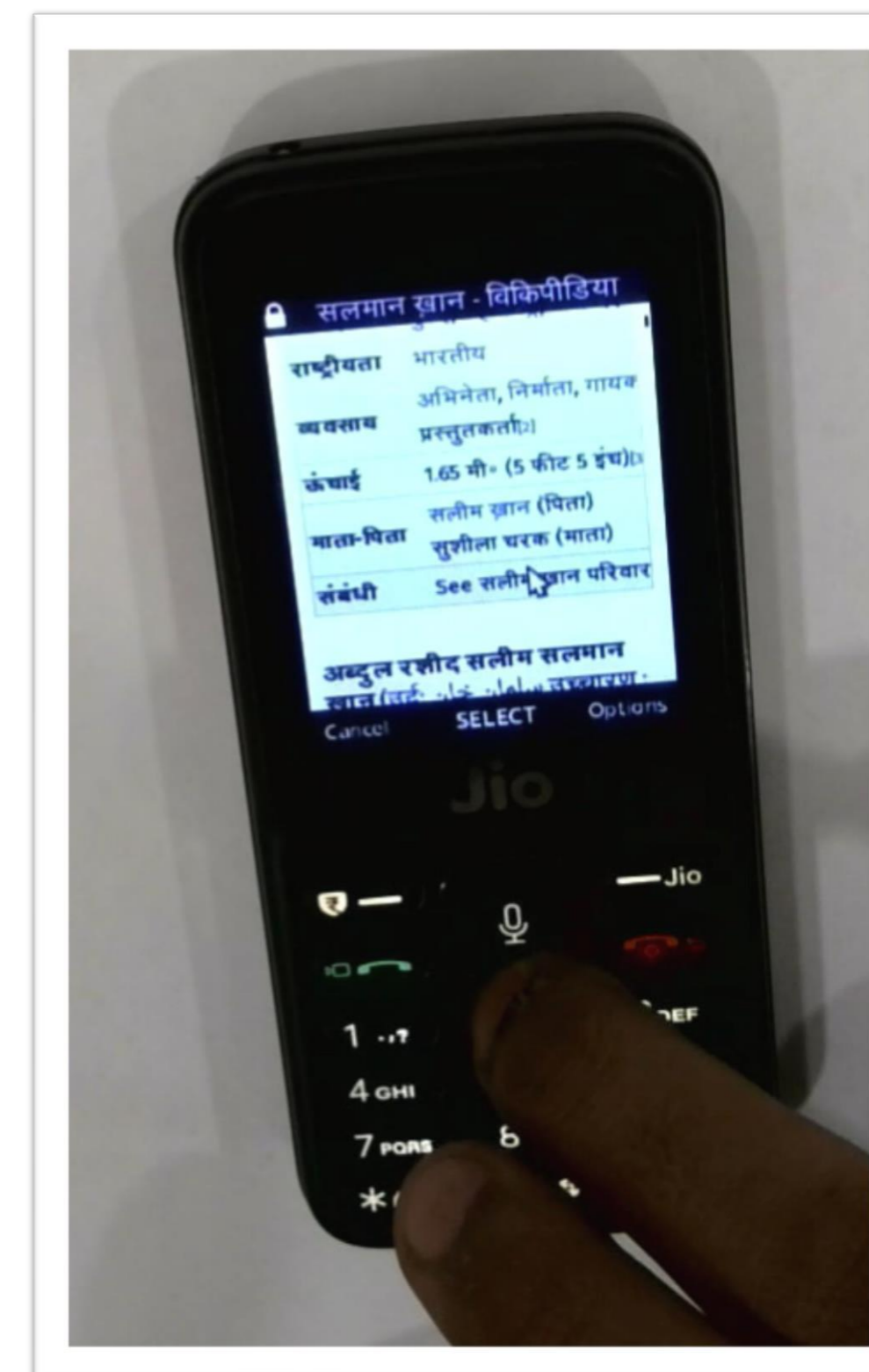
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# WHY DO USERS PREFER WIKIPEDIA?

Users prefer to read on Wikipedia because it has a lot of accurate content and is much more reliable than the other websites they might have read on. Wikipedia also doesn't have annoying pop-ups or ads unlike other websites.

- 1 Content
- 2 First In Search Results
- 3 No Pop-ups Or Ads
- 4 Familiar With Information Structure
- 5 Information Available About Any Topic
- 6 Easy To Understand



User reading a Wikipedia article in Hindi

# WHY DO USERS PREFER WIKIPEDIA?

## 1. CONTENT

### Accurate Content

Users prefer Wikipedia as they believe the information present in Wikipedia articles is correct as per their past experience

### Detailed Content

Users also prefer Wikipedia as they get complete and detailed information about any topic they search for.

### Trustworthy Content

Users prefer Wikipedia as they find it trustworthy due to their own past experience or they have heard from others about it.

### Relevant Content

Users prefer Wikipedia as they get relevant information from the site.

“

*I prefer to use Wikipedia to consume information because it provides a lot of information on Wikipedia for any topic and is always correct.*

*- User 17, Delhi*

# WHY DO USERS PREFER WIKIPEDIA?

---

## 2. First In Search Results

Users read Wikipedia as it appears first when they search on Google.

## 3. No Pop-ups Or Ads

Users prefer Wikipedia, as they don't find any annoying pop-ups/ ads while reading the article which usually happens with other sites.

“

*My first priority is Wikipedia because it provides a lot of information, the information is correct, and it is also usually the first result in Google search.*

*- User 15, Mumbai*

“

*I like that Wikipedia does not have any annoying pop-ups or ads like other websites.*

*- User 5, Mumbai*

# WHY DO USERS PREFER WIKIPEDIA?

---

## 4. Familiar with the information structure

Users prefer Wikipedia as they are used to reading the way information is presented in the site.

## 5. Information available about any topic

Users prefer Wikipedia as they feel that they can get information on any topic/ theme on the site.

“

*I prefer Wikipedia because I am used to reading Wikipedia and the way the information is presented on it.*

*- User 10, Pune*

“

*I use Wikipedia because it has information about almost every topic. I also trust it and have used it since school.*

*- User 14, Mumbai*

# WHY DO USERS PREFER WIKIPEDIA?

---

## 6. Easy to Understand

Users prefer Wikipedia as they feel that the articles are easy to understand.

# SECTION 4: WIKIPEDIA AWARENESS & USAGE

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# IN WHICH LANGUAGES DO USERS READ WIKIPEDIA?

Users preferred to read primarily in English as they were unaware that Wikipedia content is available in regional languages.

Ad

English

अ

Hindi



Other Regional Languages

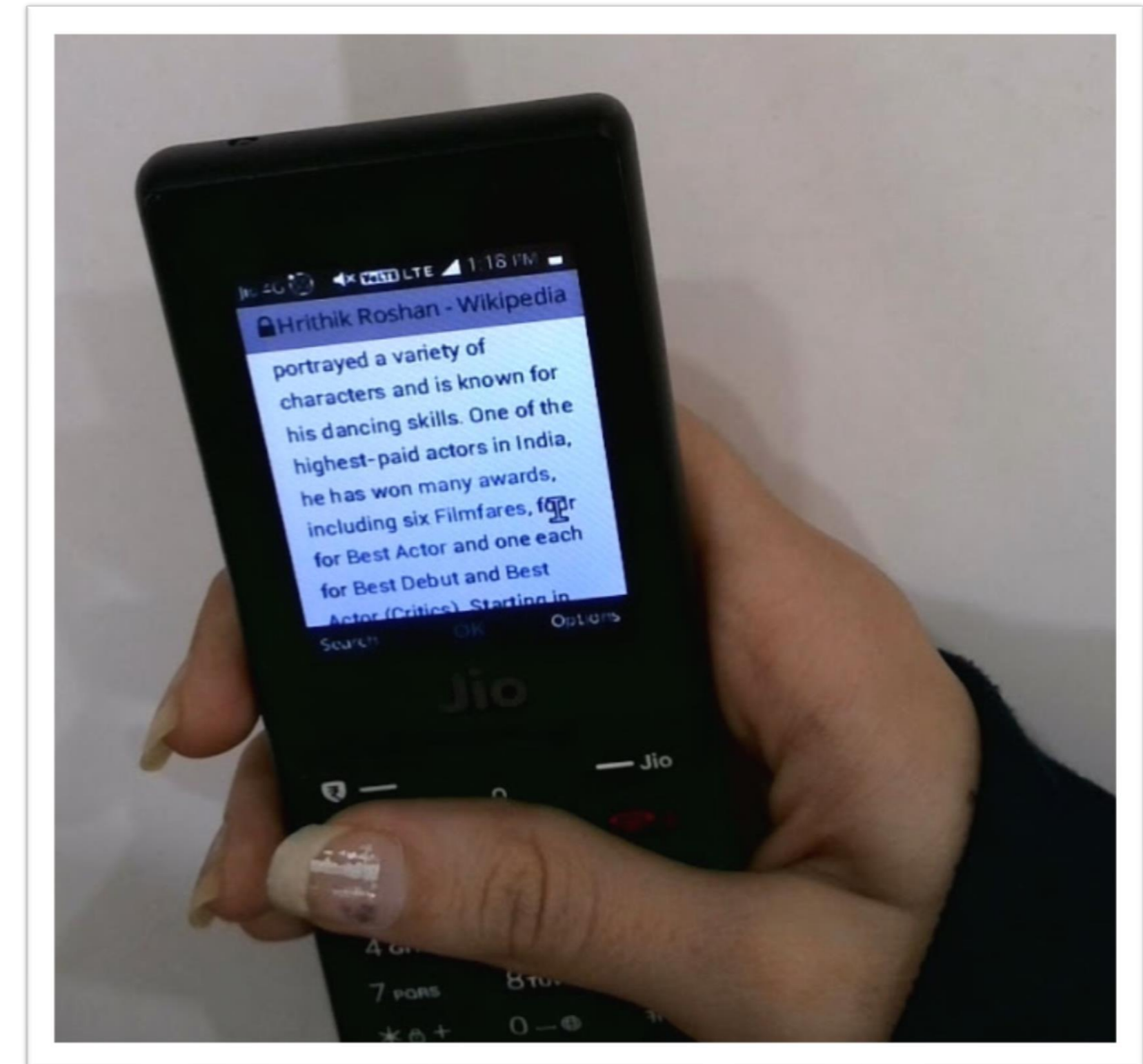
# IN WHICH LANGUAGES DO USERS READ WIKIPEDIA?

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## Aa ENGLISH

---

Most of the users read Wikipedia in English language despite limited fluency as they don't know that Wikipedia exists in other regional languages.

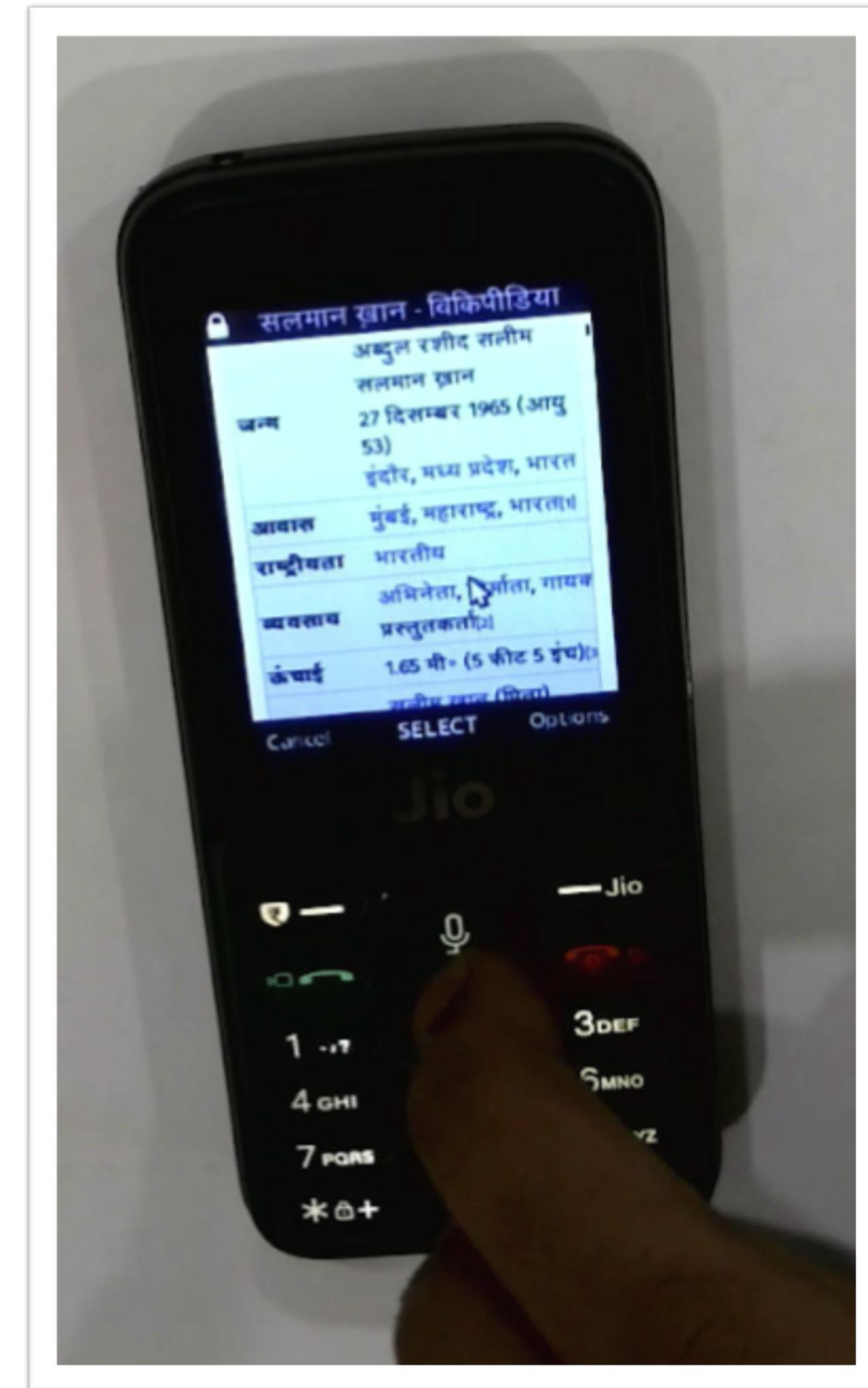


*User reading Wikipedia in English*

# IN WHICH LANGUAGES DO USERS READ WIKIPEDIA?

अ  
HINDI

Some users read Wikipedia in Hindi as they know how to search content in Hindi in Google which resulted in Wikipedia articles.



User reading Wikipedia in Hindi

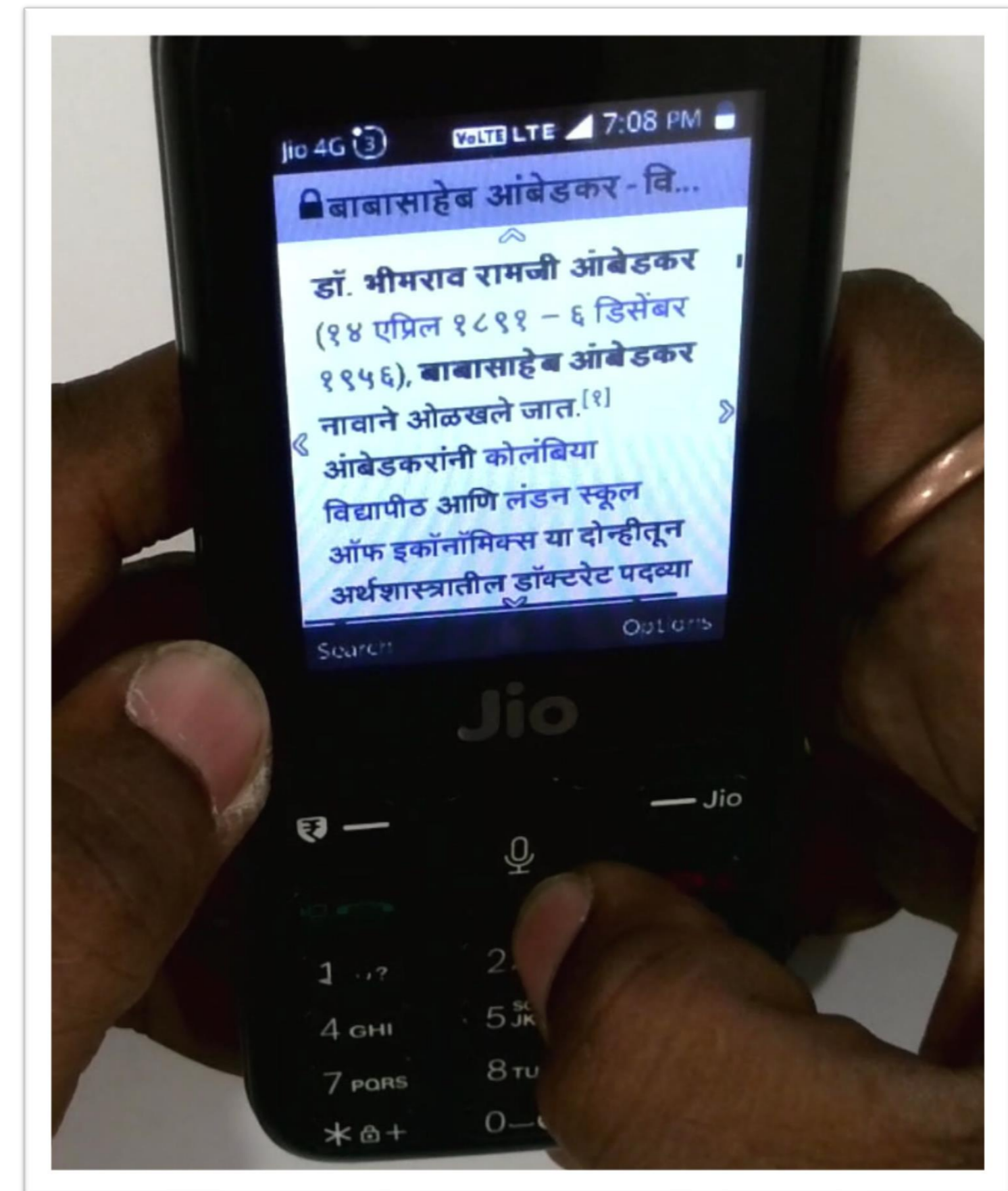
# IN WHICH LANGUAGES DO USERS READ WIKIPEDIA?



## OTHER REGIONAL LANGUAGES

Very few users read Wikipedia in other regional languages because –

- Most of the users were not aware that it exists in other regional languages except English and Hindi.
- Few users tried searching in the past but they couldn't find any result.



User reading Wikipedia in Marathi

# FINDINGS

1. ABOUT JioPhone USERS
2. MOTIVATIONS TO USE JioPhone
3. PHONE, INTERNET & APP USAGE
4. WIKIPEDIA AWARENESS & USAGE
5. WIKIPEDIA FEEDBACK

# SECTION 5: WIKIPEDIA FEEDBACK

1. WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?
2. WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?
3. WISHLIST



## SECTION 5: WIKIPEDIA FEEDBACK

---

Users were given a particular task to read any article of their interest in Wikipedia. Most of the users chose to read about famous people. Other users read about places, organizations and companies.

# SECTION 5: WIKIPEDIA FEEDBACK

1. WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?
2. WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?
3. WISHLIST



# WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?

The users liked that Wikipedia contained in-depth information, readable font sizes, included multiple sections related to the topic, related links that gave more information and images.

- 1** **Content**
- 2** **Font Size**
- 3** **Toggleable Sections In Article**
- 4** **Tables**
- 5** **Hyperlinks**
- 6** **Content Fits On The Screen**
- 7** **Images**

# WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?

---

## 1. Content

Users liked the content of Wikipedia articles as they considered it to be:

Accurate – since they have verified it from other sources

Relevant – because it gives topic specific information

Detailed – as it covers all sub sections related to the topic

## 2. Font Size

Users felt that the font size of the content was precise for the size of their JioPhone screen. It was neither small nor big.

“

*I prefer to use Wikipedia to consume information because information on Wikipedia is accurate.*

*- User 17, Delhi*

“

*In my opinion font size for Wikipedia on JioPhone is appropriate, it does not cause readability issues whereas sometimes font size can be too small on computer screens which can be hard to read*

*- User 4, Mumbai*

# WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?

---

## 3. Toggleable Sections In Article

Users liked the feature where a certain section of the topic could be skipped if the user didn't want to read.

## 4. Tables

Users liked the information presented in the table based layout as it was easy to understand and fast to consume.

“

*I like that the sub-topics are toggleable in the Wikipedia article. I can click on the heading / title within the article to read information in that section otherwise I can choose to skip it or read it if I'm interested. It is not necessary for me to scroll through the entire article if I don't want to read something*

*- User 16, Delhi*

“

*I like that all the information was not in only paragraphs. It was easier to understand because some of the information was also presented in the form of tables.*

*- User 23, Delhi*

# WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?

---

## 5. Hyperlinks

Users liked the hyperlinks, as they could click on it and read more info on other topics if required.

## 6. Content Fits On The Screen

Users liked the fact that they don't have to scroll left and right to read the given information on Wikipedia. They just had to scroll from top bottom to read more info.

“

*It is a very good thing that Wikipedia articles have hyperlinks within the text of an article to relevant topics. I can directly click on the link and read about the topic without the need to search for it separately*

*- User 6, Mumbai*

“

*I like that all the information was not in only paragraphs. It was easier to understand because some of the information was also presented in the form of tables.*

*- User 23, Delhi*

# WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?

---

## 7. Images

Users liked the images in the Wikipedia pages because it keeps them engaged while reading the content.

# SECTION 5: WIKIPEDIA FEEDBACK

1. WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?
2. WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?
3. WISHLIST

# WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?

The users struggled on Wikipedia as there was too much information, the font sizes were small, difficult words in regional language, unclear images and did not find the content to be engaging.

- 1 Too Much Information**
- 2 Font Size**
- 3 Difficult Words In Regional Language**
- 4 Tables**
- 5 Unclear Images**
- 6 Not Engaging Enough**

# WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?

---

## 1. Too Much Information

Users felt that the articles contained too much information and they did not have time to read so much.

## 2. Font Size

Users felt that the font size of the content was small and they had to put extra effort to read, which stressed their eyes.

“

*I don't prefer Wikipedia because it has too much information and I don't have time to read that much.*

*- User 7, Mumbai*

“

*I think font size on Wikipedia should be a little larger.*

*- User 8, Mumbai*



# WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?

---

## 3. Difficult Words In Regional Language

Users felt that the Hindi Wikipedia articles had words which were difficult to understand. They were also not able to understand the dates mentioned in Hindi numeral.

## 4. Tables

Users struggled with the content in table format as it didn't fit in the screen. They had to scroll both horizontally and vertically which wasn't the case with content in paragraph format.

“

*I don't understand the Hindi article in Wikipedia because the words used are quite difficult. The article uses complicated vocabulary which is not used in day-to-day conversations.*

*- User 19, Delhi*

“

*I'm having trouble using Wikipedia on JioPhone because there is a table on this page about Virat Kohli but I cannot see the entire table all at once on the small screen without scrolling horizontally and vertically both.*

*- User 24, Pune*

# WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?

---

## 5. Unclear Images

Users had issues as the article images didn't load properly on their JioPhones. The images got compressed, stretched, or did not load at all.

## 6. Not Engaging Enough

Users did not like the overall look of the site, as they felt it wasn't colorful enough and didn't create curiosity in reading.

# SECTION 5: WIKIPEDIA FEEDBACK

1. WHAT DID THE USERS LIKE ABOUT WIKIPEDIA?
2. WHAT WERE USERS' CHALLENGES WITH WIKIPEDIA?
3. WISHLIST

# WISHLIST

---

1

## More Images And Videos

Users wished to see information in video format & also contain more relevant images since it keeps them more interested in reading the article.

2

## UI Elements

Users wished to have a better user interface by including more colors, and bigger font sizes.

3

## News Section

Users wished to have a section which has all the latest news presented from around the globe.

4

## English Numerals For Regional Languages

Users wanted to see dates & numerals in any Hindi/ regional article to be in English numerals, as it would be easier to understand.

5

## Table Of Contents / Index

Users wished to have a table of content for articles in the beginning so that they can jump to relevant topics.

6

## Search Option Inside Wikipedia Article

Users wished that there should be a search bar inside the article so that they don't have to go back to search anything new.

7

## Latest Information At The Top

Users wanted that once they opened a Wikipedia page the latest information should be shown first instead of the oldest. Ex - celebrity pages.

8

## Easy Hindi Words

Users wanted Hindi articles to have simpler words for better understanding.

9

## Ability To Copy Text From Articles

Users wished to be able to copy text from Wikipedia articles in their Jio Phones.

“

*Important information or most of the article on Wikipedia should be in bullet points instead of long paragraphs which would make the information easier to understand and process.*

*- User 22, Delhi*

“

*In my opinion the numbers and dates should be written in English script even in Hindi articles which will make it easier to read and understand.*

*- User 14, Mumbai*

“

*“Wikipedia should have a table of content/ index even on JioPhone so that I can choose to skip to only the part of information that I want to read and can skip rest of the unwanted information”*

*- User 10, Pune*

# RECOMMENDATIONS

---

# OPTIMIZING THE UI FOR JioPhone

—  
Users have issues with the interface of Wikipedia articles on JioPhone like font size of content, table size, image quality etc.

**Recommendation:** Consider designing a UI for the JioPhone users so that the Wikipedia articles are readable and also fits the JioPhone screen.



## OPTIMIZING READABILITY ON JioPhone

—

Users didn't want to read in-depth information in paragraphs. Too much information in Wikipedia articles discouraged them to read an entire article due to the small screen.

**Recommendation:** Consider including the summary of information at the beginning of the article so that they can get basic details about the topic.

## CONTENT IN VIDEO FORMAT

---

Users consumed information through videos rather than reading content online. They faced difficulty in consuming text heavy content.

**Recommendation:** Consider providing a part of the Wikipedia articles in video format which gives knowledge about the topic.

## VISIBILITY OF SEARCH ICON WITHIN WIKIPEDIA ARTICLES

Users were not aware that they could search articles within Wikipedia.

**Recommendation:** Consider making the search icon visible on the JioPhone by placing it at the right place according to the screen.

# VOICE USER INTERFACE

Users are using voice based interaction with voice based Google searches. They struggle using the keyboard and search for specific keywords through text.

**Recommendation:** Consider providing voice based searches so that users can search for content overcoming their struggle with keyboards.

# SEARCH OPTIMIZATION ON GOOGLE FOR REGIONAL LANGUAGES

—  
Users were not aware that Wikipedia contained information in regional languages also.

**Recommendation:** For users, who search on google in regional language consider optimizing the search results by providing Wikipedia articles in their regional language.

# APPENDIX

—

About the Users | References | Acknowledgements

# ABOUT THE USERS

	Age	Gender	Profession	Phone(s)
User One	18 - 25	Male	Student	JioPhone 1 + Smartphone
User Two	18 - 25	Male	Student	JioPhone 1
User Three	18 - 25	Male	Businessman	JioPhone 1 + Smartphone
User Four	18 - 25	Male	Student	JioPhone 1
User Five	18 - 25	Male	Employee	JioPhone 1
User Six	25 - 35	Female	Homemaker	JioPhone 1
User Seven	35 - 40	Male	Businessman	JioPhone 1 + Smartphone
User Eight	25 - 35	Female	Homemaker	JioPhone 1
User Nine	18 - 25	Male	Student	JioPhone 1
User Ten	18 - 25	Female	Student	JioPhone 1 + Smartphone
User Eleven	18 - 25	Female	Student	JioPhone 1
User Twelve	35 - 40	Male	Employee	JioPhone 1
User Thirteen	18 - 25	Male	Student	JioPhone 1
User Fourteen	18 - 25	Male	Student	JioPhone 1
User Fifteen	25 - 35	Male	Employee	JioPhone 1 + Smartphone
User Sixteen	18 - 25	Male	Employee	JioPhone 1
User Seventeen	18 - 25	Male	Student	JioPhone 1
User Eighteen	18 - 25	Male	Employee	JioPhone 1
User Nineteen	18 - 25	Male	Student	JioPhone 1
User Twenty	35 - 40	Female	Homemaker	JioPhone 1
User Twenty One	35 - 40	Female	Homemaker	JioPhone 1
User Twenty Two	18 - 25	Male	Student	JioPhone 1
User Twenty Three	35 - 40	Male	Businessman	JioPhone 2
User Twenty Four	25 - 35	Male	Employee	JioPhone 1
User Twenty Five	25 - 35	Male	Businessman	JioPhone 1

# REFERENCES

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Session Recordings are available [here](#).

These links will be active for download till March 10th, 2020.



# ACKNOWLEDGEMENTS

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Angie Muigai, Senior Product Manager

Runa Bhattacharjee, Director Engineering, Language and New Readers

# ABOUT HUREO

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Hureo is a user experience research firm based out of India. Hureo works with a wide range of organisations across the world to enable them to create and improve their products and services. Hureo uses various UX research methodologies to provide their clients with user insights that help identify user needs, challenges and opportunities. They have worked in various companies from startups to MNCs in both India and abroad giving them a range of knowledge and experience.

Our team comes from diverse backgrounds such as HCI, Design Thinking, Cognitive Sciences, and Advertising & Media.

The team that worked on this project consisted of:

Anjeli Singh, Founder and UX Researcher

Jahnvi Mirashi, UX Researcher

Anish Abraham, Associate UX Researcher

Swetlana Patil, Associate UX Researcher

Naman Sharma, UX Research Intern

To know more about Hureo:

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🐦 Twitter: [WeAreHureo](https://twitter.com/WeAreHureo)

✉ Email: [talk@hureo.com](mailto:talk@hureo.com)

# THANK YOU

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