# 1. Interviews Results:

- How do you use technology?

I use it at job,wherever with a smartphone and at house with a desktop computer to see and watch webs and use desktop softwares.

For communication reasons

Quite a lot

Normal

At work, only.

Especially at work and at school. Also in some free time.

When I need to consult information or communicate with someone.

- What kind of technology?
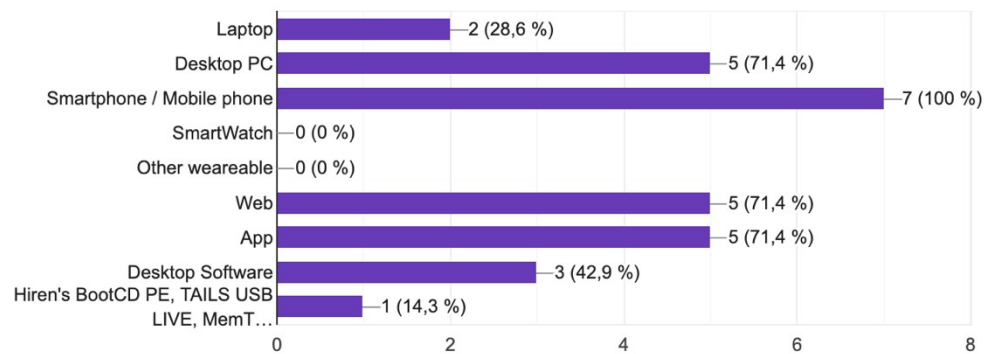
- How do you face a technology?

I try to do all what I can with the technology and specially with the software.
I let people explain me how it works
I investigate it and learn how to use it
I try to learn it, and not stay behind with old technolys
I don't learn it and other people do the tasks for me with that technology.
If I don't know a specific technology, I investigate its operation and use to learn from its source of official documentation and third parties.
Ask someone who knows more about that area than I do.

- What do you think that could help when it comes to technology troubles?

I don't know.
It may help to have contact with the brand of your device. I also want to have support with the websites and apps that I can use.
Having a support team
Having a software that try to solve the problems automatically
Have a person that knows how to solve them
Be a resolutive person and when you don't have enough knowledge, you have to know where to ask. Either in: specific technical support, in others persons who know more than you in specific area, in some confiable technological forums on Internet (forospyware, BleepingComputer, and a long etc.), etc.

- Tell me about forums?

I want to have forums where I can ask to people with the same troubles than me and I also want to talk with experts in that technology.

Forums are great tobsearch for information

Forums are good to communicate with people about a topic

Never use them

I don't know.

I don't understand this question.

I can't answer this question because I don't consult technology forums.

- Say you have a problem, your PC doesn't turn ON and you hear two beeps, what do you do?

I talk to the product brand to have support. I also search in webs to discover what it means.

I think for someone who can solve it and call him

I look it in the internet and try to solve it alone

Call for the Informatic in my work

Tell someone else who understands about computer science to fix it.

Well, I'm looking into what it is. These beeps are from the BIOS, in this case refers to a problem of parity of RAM memory modules, one of modules are damaged and should be replaced to get the PC back up and running.

Contact the technical support of the affected product in order to solve this incident.
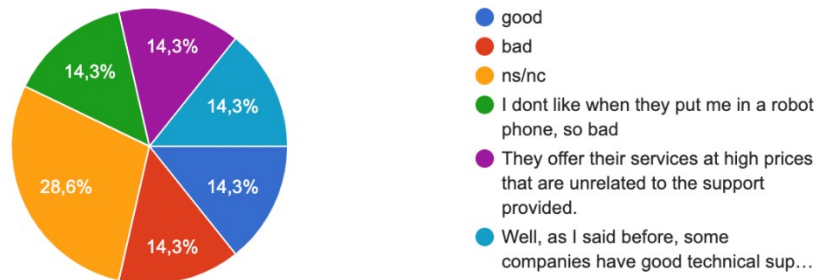
- Some interesting story about technologic troubles?

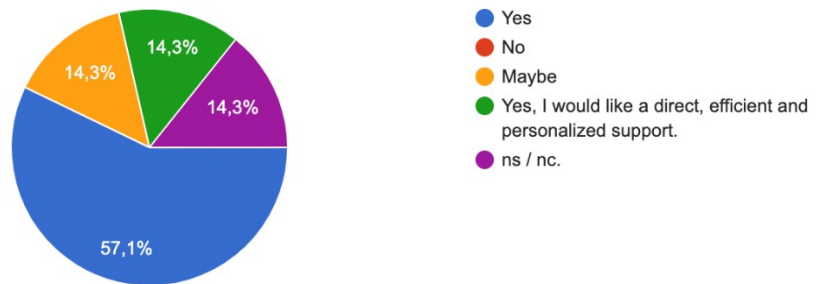| |
|---|
| One day I don't know how to use Whatsapp and my son teach me and I understand it. |
| None |
| One day i had a problem and my it co-worker told me to restart the computer and it worked |
| No |
| I don't know. |
| Well, I have a lot of stories and they're very long to tell. But once inside a computer (I can't specify what function it had or what type of computer it was), I found a nest of rare mosquitoes (they were already dead). |
| Not since I don't professionally dedicate myself to this branch. |

- Would you say something more about the topic?

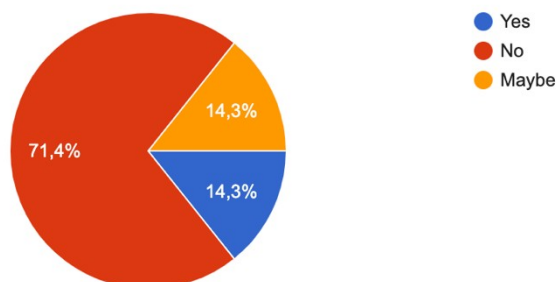| |
|---|
| No |
| I would have more supoort from experts in IT. |
| New technology is very important |
| I don't know. |
| Many times one of the big problems of technical support is that they are not sufficiently prepared and many times you help yourself better than you. |
| No. |

- What do you think about actual technology support companies?

- good
- bad
- ns/nc
- I dont like when they put me in a robot phone, so bad
- They offer their services at high prices that are unrelated to the support provided.
- Well, as I said before, some companies have good technical sup…

14,3% 14,3% 14,3% 14,3% 28,6% 14,3%

- Would you like a more direct attention?

- Yes
- No
- Maybe
- Yes, I would like a direct, efficient and personalized support.
- ns / nc.

14,3% 14,3% 14,3% 57,1%

- Are you experienced in IT?

- Yes
- No
- Maybe

71,4% 14,3% 14,3%

2. <u>Analysis</u>

-How much do you use technology?

We can see that the technology is being used for job, at home and wherever with mobile or other technologies for communication between people.

-What kind of technology??

We can see that the hardware that the majority of people use is desktop pc or smartphone.

As for software they use web, desktop software and apps.

-How do you face a new technology?

We can see that our young target tries to deal with the technology, our old target that didn't learn technology when they were young ask experts and young

people about their doubts and problems.

-What do you think that could help when it comes to technology troubles?

In that question, we can see that we have two targets again.

The youngest target, tries to mitigate its technology issues by themselves or by searching and asking in websites and apps. Some of the websites and apps are from experts and others from the official brand.

The oldest target that don't know what to do, ask to their family or someone that they believe can help them.

-Tell me about forums?

We have two targets again.

The youngest target thinks that forums are a great tool for consult information about technology, especially for software.

The oldest target says that they don't use the technology forums and some of them don't know what forums are.

- Say you have a problem, your PC doesn't turn ON and you hear two beeps, what do you do?

In that question, our youngest target tries to look what the issue is, searching in webs and apps and try to solve the issues themselves.

The oldest target, sometimes contact with the technical support, usually they contact with people that they think can help them.

- Some interesting story about technologic troubles?

Our young target has some stories with computers, usually anecdotes.

Our oldest target doesn't have story's that believe are worth telling.

- Would you say something more about the topic?

Our youngest target, thinks that technical support in some of the cases don't have enough preparation or good tools to help customers effectively. Others say that new technology and experts are important.

Our oldest target doesn't have more to say.

- What do you think about actual technology support companies?

In that graphic, we can see that our young target thinks that there is in some cases good technology support and that some of the times it depends of the technical support company. They also think that some prices of technology are high and don't have the expected support.

In the oldest target, we can see that the majority doesn't know and can't opine about this question and in some cases is bad because they don't want to talk to an automatic answering service.

- Would you like a more direct attention?

Our youngest target wants to have more direct attention in the majority of cases. But some are fine with it.

Almost all our old target wants to have a more direct attention.

They also want to have an efficient and personalized support.

-Are you experienced in IT?

Our young target says that they are experienced and others maybe.

Our old target says that they are not experienced with it.

Keys insights:

- Desire of direct attention

- No knowledge in IT

- Not happy with actual technical support

- Use technology at job, for fun and communication

- Good support and FAQs are important for them

Patter behaviour o attitudes:

- Seems that they not know what to do when they have a problem (old people).

- Tries to solve by themselves and looking webs or apps (young people).

- Angry with actual support.

- Some people have doubts about IT.

3. Report

We can see that in general our two targets (old people and young people) want to have more direct attention through a website or an app and with direct attention (maybe with a chat).

They don't want to talk with a robot (automatic answering service) because they think that they may understand better a person that a robot.

They want to talk to people that is expert with the technologies and people that can help them.