

XAXIS Marketplace Research Plan

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Project Research Goals

- To determine **whether** the Marketplace is a solution for a **seller (maker)** to upload their algorithms and network to find buyers.
- To determine **whether** the Marketplace provides more selections for the **buyer** to select algorithms and request custom algorithms. Currently, users are limited to the restrictions of the main Xaxis web platform, Copilot.
- In addition to the research specifically for the marketplace, to also conduct **foundational research** to obtain personal information about each user type to create personas to help the company understand its user base.

Research Questions

- For Sellers: Can you decide when you create a custom algorithm, or do you only receive specific requests? Or both?
- For Buyers - Agency and Media Planners Types: What are your preferred campaign outcomes? (conversions, clicks, views, etc.) Why is that?
- For Buyers - Agency and Media Planners Types: How often do you contact data scientists to create a custom algorithm or strategy optimization calculation?
- For Trader Buyer types: How often can you decide which strategy to select on your own?

Methodology

Three Stages

Stage 1: 45-minute introduction session that is a hybrid of methods.

For Seller User Types: User Interviews (30 minutes) and Contextual Inquiry Demo (15 minutes)

Methodology Type: [Remote User Interview](#)

Purpose: The foundational research portion to get deeper personal information to be able to create a persona for Xaxis.

Duration: The first 30 minutes

Location: Remotely on Microsoft Teams

Compensation: No compensation is provided.

Methodology Type: [Contextual Inquiry](#)

User Type: **Only** for Data Scientists that make custom algorithms to demo their work process.

Purpose: For the seller user type to demonstrate their work process for creating custom algorithm code.

Duration: The last 15 minutes

Location: Remotely on Microsoft Teams in a recorded session.

Compensation: No compensation is provided.

For Buyer User Types: User Interviews (30 minutes) and Concept Testing (15 minutes)

Methodology Type: [Concept Test](#)

of participants: For buyer user types

Duration: The last 15 minutes

Location: Remotely on Microsoft Teams in a recorded session.

Compensation: No compensation is provided.

Stage 2: Full Behavioral User Research

These sessions are about observation and behavior using an updated prototype that includes iterations based on stage 1 research **if** users confirm a need for the marketplace.

Type: [Remote Qualitative Usability Tasks](#)

of participants: 5 per user type.

Duration: 45 minutes.

Location: Remotely on Microsoft Teams in a recorded session.

Compensation: No compensation provided.

Stage 3: Validation

If users confirm a need for the marketplace, then stage 3 will aim to finalize the design and requirements for the marketplace.

Qualitative Usability follow-up

Participant Criteria

The users we need

The six identified user types:

1. Data Scientists & Vendors (Sellers)
2. Media Planners (Buyer)
3. Agency (Buyer)
4. Sales (Buyer)
5. Traders (Buyer)
6. Account Managers (Buyer)

Potential Buyers

Users within the five identified buyer types listed above who have received custom algorithm requests from their company clients. Or users interested in custom algorithm work offerings for their clients.

Potential Sellers

Data scientists and vendors who want to sell their custom algorithms and services in the marketplace.

Participant Requirements:

- Has used E-commerce for online shopping or social media websites within the past year.
- Has a working computer or laptop with a mic. Video is preferred but optional.
- Not working in a UX-related field.