

Sample Research Plan:

**Understanding customers'
reorder rate**

Background:

We (a platform for ordering takeaway) want to understand the reasons behind why certain customers are reordering at a higher frequency, as well as the barriers encountered by customers that prevent them from reordering on the platform. (Problem statement)

We will be using generative research techniques to explore the journey users take, both inside and outside of our platform, when they decide to order takeaway, in order to better understand the challenges and needs they face in these circumstances.

Internal stakeholders:

The stakeholders involved with the project are:

- Retention team: product owner(s), designer(s), developer(s)
- Acquisition team: product owner(s), designer(s), developer(s)

Research objectives:

Our objectives for the research project are as follows:

- Understand how and why users are currently reordering food on our website/app
- Discover users' motivations behind reordering, both inside and outside of the website/app
- Uncover other websites/apps customers are using to order takeaway
- Learn about any pain points users are encountering during their process, and what improvements they might make

Business objectives (optional):

The objectives for the company's goals are as follows:

- Increase reorder rates by 16%
- Increase the amount of customer referrals by 5%

Methodology:

For this study, we're using one-on-one generative research interviews. This method will enable us to dig deeper into understanding our customers, fostering a strong sense of empathy and enabling us to answer our objectives.

Metrics:

The metrics we'll be tracking are as follows:

- Decrease in the amount of bugs found in the product
- UX improvements for pain points, including potential prototypes which should be user tested
- JTBD statements and desired outcomes
- Personas and customer journey maps (even if wireframes)

Participants:

n=20

- 10 current users
- 10 non-users
- Male/female mix

Anticipated timeline:

Research start date: Monday, August 5th

Research plan creation and review: Wednesday, August 7th

Recruitment begins: Thursday, August 8th

Interviewing begins: Thursday, August 15th

Interviewing ends: Friday, August 23rd

Synthesis begins: Monday, August 26th

Synthesis ends: Wednesday, August 28th

Report presentation: Friday, August 30th

Interview guide:

Introduction:

Hi there, I'm Nikki, a user researcher at a takeaway delivery company. Thank you so much for talking with me today; I am really excited to have a conversation with you!

During this session, we are looking to better understand what makes you order food from our service. Imagine we are filming a small documentary on you, and are really trying to understand all your thoughts. There are no right or wrong answers, so please just talk freely, and I promise we will find it fascinating.

This session should take about 60 minutes. If you feel uncomfortable at any time or need to stop/take a break, just let me know. Everything you say here today will be completely confidential.

Would it be okay if we recorded today's session for internal notetaking purposes?

Do you have any questions for me?

Let's get started!

Questions:

Objective 1: Discover users' motivations behind reordering, both inside and outside of the website/app

- Think about the last time you ordered takeaway on our website/app. Walk me through the entire process, starting with what sparked the idea.
- Explain how you made the decision to reorder food on our particular website/app.
 - Who were you talking to?
 - What time of day was it?
 - How were you feeling?
 - Did you have other websites/apps open?
- Describe why you decided to reorder takeaway rather than cooking your own dinner and/or going out to eat.

Objective 2: Learn about any pain points users are encountering during their process, and what improvements they might make.

- Describe the last time you struggled with reordering food, what was that like?
 - How did you solve the problem?
- What would be the most ideal scenario for reordering takeaway from the website/app (crazy ideas included!)?
- How would you change or improve the process of reordering food outside of our website/app? Inside our website/app?

- **Objective 3:** Uncover other websites/apps customers are using to order takeaway.
 - Talk me through the other websites/apps you have used multiple to order takeaway (or even groceries).
 - Describe your experience with these other websites/apps.
 - What are the other websites/apps you use to help you make a decision about whether or not to order takeaway?

Wrap up:

Those are all the questions I have for you today. I really appreciate you taking the time. Your feedback was extremely helpful, and I am excited to share it with the team to see how we can improve.

Since your feedback was so useful, would you be willing to participate in another research session in the future?

You have my direct email, so if you have any problems with the compensation or any questions or feedback in the future, please feel free to email me at any time.

Do you have any other questions for me?

Again, thank you so much for your time and I hope you enjoy the rest of your day!

Resources:

For more information and context for the research project to understand the reorder rate, please refer to the resources below:

- [LINK]
- [LINK]
- [LINK]
- [LINK]