User Research Plan

**The Law of Taproot**

**Version (01/31/2024)**

# Background

* What were the signals or hypotheses that led to this research? What needs to be validated or explored? (e.g. a user problem in the current-state, business problem or opportunity...)

**Hypothesis**

* If Taproot Law has a mobile app with a good user experience, then this will make their services more accessible and affordable.

**What needs to be validated or explored?**

* **What area of law are they specializing in?** 
  + estate planning, real estate, disputes and litigation, low-scope legal services.
* **What do people specifically want?** 
  + What resources should we make available on the app?
  + Make it easy to understand the services and see the prices onboard.
* [EXPLORE]: Why are there categories like: “Make-It-Legal”, “Administration”, “Coaching”.
* **What has been done prior to this research? (e.g. any solution ideas, research, analysis of ROI…)**
  + The Law of Taproot group has analyzed the entire [Taproot Website](https://taprootadvocates.com/services/#menu-of-services)
* **What’s the purpose of this research? What insights will this research generate? How will those insights be used / what decisions will be made based on those insights?** 
  + The purpose of this research is to understand the user demographic, Taproot’s Brand Image, and their most popular law services.
  + Service Popularity, User Demographic Data, User Experience Satisfaction.
  + We will use these insights as a reference point for our mobile app prototypes and ensure that we’re incorporating the most relevant data into our design approach.
    - We will then decide on specific design elements, UX writing methods, and more.

# Objectives

**Business Objective & KPIs**

| **Objectives** | **KPIs** |
| --- | --- |
| E.g. Increase operational efficiency/ employee productivity | Time on task  Error rate  Adoption rate of new tool |

**Research Success Criteria**

* **What qualitative and quantitative information about users will be collected?**

**Quantitative**

* + Age, Time it takes to find what they are looking for, Socioeconomic Status, Location (region)

**Qualitative**

* UX Feedback/Satisfaction Reports
* **What documents or artifacts need to be created?**
* We need to create a presentation that incorporates our research and data analysis summaries.
* Memo’s sent to the Taproot Team.
* **What decisions need to be made with the research insights?**
  + We need to figure out how all of that is going to be incorporated into our app deliverable.
  + We need to gather the most essential information and disregard non-essential info.
  + Designate tasks based on research insights, to efficiently complete project task assignments.

# 3. Research Methods

Note: Include one to two sentences explain what the method is and its purpose if your stakeholders aren’t familiar with user research.

**Secondary research**

* **Document review** - helps us communicate our design decisions and rationale to your stakeholders, clients, and team members.
* **Heuristic evaluation** - Determine accessibility/design faults on their current platform ([Taproot Website](https://taprootadvocates.com/about/#team)), evaluators will judge the design against a set of guidelines.
* **Analytics review -** helps us understand how users experience your website and product.
* **Competitive analysis** - Compare competition and see what they have that we could implement on our website/app.

**Primary research**

* **SME interviews -** Interview Subject Matter Experts with questions that we need more information on or clarity.
* **User interview** - Interviewing one on one with a user to get feedback.
* **Contextual inquiry** - A method used to observe the user doing a certain task given.
* **Usability test** - To identify problems within the design, discover potential opportunities to improve, and learn about the target audience's behavior and preferences.
* **Post-session survey** - A survey that's given to the user to get back data or feedback at the end of the interview..

# 4. Research Scope & Focus Areas

**Question themes**

* 3-6 high-level topics of questions.
* E.g. Employee time management (how they manage their daily tasks, what they spend most time on, what activities are perceived as unnecessary…)

1. **Time Allocation and Task Prioritization**
   1. How will ‘The Law of Taproot’ prioritize their tasks and allocate time for those tasks?

* Tasks will be disbursed at weekly meetings and regularly communicated via our preferred method of communication.
* It is expected that members of this research team will meet on Wednesday’s either on Zoom or In-Person.
* Deadlines will be established for each task.

**Design focus components**

Choose main focus areas and delete the rest.

* Utility: Is the content or functionality useful to intended users?
* Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?
* Efficiency: Once users have learned the design, how quickly can they perform tasks?
* Memorability: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
* Errors: How many [errors](https://www.nngroup.com/articles/slips/) do users make, how severe are these errors, and how easily can they recover from the errors?
* Satisfaction: How pleasant is it to use the design?
* Persuasiveness: Are desired actions supported and motivated?

**Primary user scenarios**

* In what scenarios do the problem become most painful? What are the most common user scenarios? What are the edge cases you want to learn more about?
* E.g. Employee return to work after a three-week vacation

# Research Participant Profiles

Note: If it isn’t obvious why you choose these users, provide a brief explanation of what differences you expect to learn from these segments.

* User segment A (x5)
* User segment B (x5)
* Where/How to recruit:
* Include screener: Yes / No (Link to Screener)

# Appendix

Include information that have been discussed prior to creating the research plan, such as:

* A list of initial hypotheses uncovered through assumption mapping workshop with stakeholders
* User ecosystem map of who else interact with and influence users)
* Highlights of meeting notes (any noteworthy discussion, consideration etc.)

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*Hope this template is useful to you! If you need more details on how to use this template, please view the full article where this template comes from:* [*User research plan template*](https://uxdesign.cc/user-research-plan-template-d7e263ebee79)*.*

*More resources like this:* [*Free UX Research Templates*](https://taylornguyen.ca/ux-research-templates)*.*