Team 3 - Research Plan

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# 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**

We hypothesize that a significant portion of internet users prefer seeking legal advice online, particularly through low-cost digital alternatives like Taproot. Implementing a Library Network in the Upper Peninsula and distributing Taproot’s service fliers will effectively reach individuals seeking accessible legal assistance.

## **Needs to be validated**

In order to proceed with this study, we need to validate the assumption that a significant portion of internet users prefer seeking legal advice online. We plan on validating this data through surveying students on user preferences and behaviors regarding access legal services online. This data will be gathered during Phase One.

Our hypothesis predicts that among users preferring online legal services, there is a notable interest in low-cost digital alternatives like Taproot. We made this prediction based on Taproot’s current customer demographic data. In order to validate this further, we must assess user attitudes towards services that Taproot provides. This data will be gathered through both Phase One and Phase Two. See the **Research Methods** section for more information.

We also predicted that implementing a Library Network and distributing fliers will serve as an effective and efficient digital outreach strategy. This assertion will be validated through designing an actual flier that will list the services, contact information, and other elements that resemble Taproot’s Brand Identity. We will then conduct a usability test and gather qualitative data through Phase Two’s Qualtrics Survey.

## **What has been done prior to this research?** (e.g. any solution ideas, research, analysis of ROI…)

Prior to our research study, we analyzed MSU’s campus for high-traffic areas and timed survey sessions accordingly. Matthew organized tasks on Google Sheets for progress tracking. Team 3 brainstormed solutions, such as creating brand-aligned fliers. We designed Phase 1 and Phase 2 qualtrics surveys to gather user demographics, legal advice preferences, and usability feedback for the fliers.

## **What’s the purpose of this research?**

The purpose of this research is to gather sufficient data that supporting proposed solutions:

1. **Library Networks** - We aim to develop a plan to incorporate outreach/advertisement fliers in Libraries across the Upper Peninsula of Michigan. By assessing flier response rates, we can gauge the effectiveness of these materials in reaching and engaging the target audience.
2. **User Demographics & Preferences** - This data could assist Taproot’s team in developing marketing strategies that align with shifting the current demographics focus from potentially unreliable sources of legal information to reliable, easily accessible teams like Taproot. Additionally, usability test results for the fliers will provide insights into their effectiveness and inform potential improvements for future iterations. Visual improvements seen in our final keynote here: [Official Keynote](https://docs.google.com/presentation/d/1PnWr6F9-2cybD_lHA7FO_u18oMjtzTSx0mIvP1EIUZk/edit?usp=drive_link)

# Objectives

## Business Objective & KPIs

| **Objectives** | **KPIs** |
| --- | --- |
| * Making Taproot more accessible to people. | Internet Reliability  User Demographic Residing in Michigan   * People Seeking Legal Advice |

## Research Success Criteria

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

### **Quantitative Data**:

Age Range, Michigan Residency, Additional Michigan Regional Residency Data, Internet Reliability.

### Qualitative Data:

We conducted and measured usability testing data via Qualtrics by requesting text-based responses.

**What documents or artifacts need to be created?**

A flier for our proposed Library Network plan, a Qualtrics Survey for Phase 1 Quantitative Data, a Qualtrics Survey for Phase 2 Qualitative/Usability Testing data.

**What decisions need to be made with the research insights?**

Team 3 concluded that a comprehensive review of both Phase 1 and Phase 2 datasets is essential to extract key insights. Despite time constraints, we recognize the necessity of condensing our findings into a storytelling keynote. Our **primary focus** lies in identifying data points that strongly support our objectives of advocating for Library Network Creation and Effective Digital Legal Outreach. Therefore, decisions will revolve around prioritizing data that best substantiates these initiatives, ensuring our presentation effectively communicates their viability and potential impact.

# 3. Research Methods

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

**Secondary research**

* **Qualtrics & Data Interpretation:** Christopher Emerson conducted data analysis and created a spreadsheet to outline his interpretations for both Phase 1 and Phase 2 datasets. You can find this here: [Phase 1 Synthesized Data](https://docs.google.com/spreadsheets/d/1YelcdK-d816k9hLS9aXi2IvD2Ik_evJlVd_08h2Yyq8/edit?usp=sharing)   
    
  In this spreadsheet, you will find four pages all under the Phase 1 Qualtrics Survey:  
  - User Demographics
* - Understanding User Behaviors
* - User Interviews
* - Library Networks / Supporting Data

**Primary research**

* **SME interview:** We interviewed **Erica Payne**, Founder and Attorney at Taproot Law. Erica provided us with clarifications on Taproot’s Mission and possible avenues for research.
* **Quantitative Data**: After surveying 74 participants, we gathered 74 quantitative data entries. These data entries were sorted into four categories *as listed above* under Qualtrics & Data Interpretation.
* **Usability Testing:** We conducted Usability Testing for our Taproot Advertisement Fliers to assess the functionality and effectiveness of presenting Taproot’s services and contact information in a user-friendly, yet intriguing manner. **This data was gathered during Phase 2 of our Qualtrics Survey.**

# 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…)
* **Time Allocation and Task Prioritization**
  + 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.
* ***What did we spend the most time on?***
* Gathering enough data for Phase 1 and Phase 2.
* Constructing our slides to guarantee a clear idea to the audience.

**Design focus components**

Choose main focus areas and delete the rest.

* **Utility**: Is the content or functionality useful to intended users?
  + Yes, the fliers serve the purpose of not only being an alternative to websites, but can also prove beneficial towards elderly clients who go to the library often.
* Efficiency: Once users have learned the design, how quickly can they perform tasks?
* Satisfaction: How pleasant is it to use the design?
* Persuasiveness: Are desired actions supported and motivated?

**Primary user scenarios**

* In what scenarios does 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.

* ***Phase 1***: During Phase 1, an example of a user persona would consist of the following:
  + MSU Student, varying in Class Standing (Freshman, Sophomore, Junior, Senior)
  + Major isn’t relevant, nor measured. )
* ***Phase 2:***
* MSU Staff, we reached out to Casey McArdle to share our Phase II data to MSU staff members. This was done to compensate for the lack of data that supports Taproot’s general client demographic which involves elder age groups.
* Where/How to recruit:
* Recruited on Michigan State University Campus.
* Recruited MSU Faculty (Phase II)

# Appendix

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

* User ecosystem map of who else interact with and influence users)

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

**Meeting Notes with Erica Payne, Founder and Attorney at Taproot Law:** [Meeting with Erika of Taproot](https://docs.google.com/document/d/1BKrxSDu7Ij0zzszPQiYhLDoPgFq-KW1lsrnU0fA50D8/edit?usp=drive_link)