La estupenda

**Version xx (Date)**

* **Background**
* De que trata el proyecto?

En este proyecto trataremos de analizar un página web denominada La Estupenda, llevar a cabo un user research, un análisis de competidores, la creación de dos personas para su estudio respecto al uso de nuestra aplicación, junto a un journey map y usability review, finalmente un briefing final.

* What’s the purpose of this research? What insights will this research generate?

El objetivo de este research es llevar a cabo una descripción sobre varios aspectos de la página mencionados en el apartado anterior para poder descubrir aquellos detalles de la página que habría que mejorar cuanto antes.

* **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?
* What documents or artifacts need to be created?
* What decisions need to be made with the research insights?

**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.

**Primary research**

* Ethnography (observation)
* User interview
* Contextual inquiry
* Usability test
* Post-session survey

**4. Research Scope & Focus Areas**

**Question themes**

1 high-level topics of questions

**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?
* **(Personal) Experience in this field**

¡Cual es tu experiencia con este tipo de aplicaciones y productos?

**5.1. As a stakeholder**

(I was part of one experience as….)

**5.2. As a designer**

**5.3. As a observer**

(I saw one day… )

**5.4. User says**

(someone tell me… )

**6. Participant Recruiting**

¿quiénes pueden ser usuarios de esta aplicación y este negocio (añade al menos 3 perfiles y explica)

* 1
* 2
* 3

Basado en <https://uxdesign.cc/user-research-plan-template-d7e263ebee79>

<https://taylornguyen.ca/ux-research-templates>