Healthy Living Partner
Research Plan

PM: FRANCIS ODO
UXR:
UX:

STATUS: DRAFT

Objectives

Can you tell me a little bit about yourself?
Have you used any online app before?
What was the experience like from using the app?
On a scale of 1 to 5, How important is it for you to have a healthy lifestyle?
On a scale of 1 to 5, How easy is it to navigate the app?
Which aspect of the app do you find most easy to work with?
Which aspect of the app do you find complicated?
Is the app user friendly?
What will you like to see improved?
Will you recommend this app to a friend?
Do you have any chronic disease?
Do you know of anyone (friend or relative) that is dealing with a chronic disease?

Methodology

The interview will be a one-on-one session. Participants will have access to a prototype.
The session will be recorded.

Participants

A total of 10 people will be interviewed

People aged 45 to 75 ⇒ 5
People aged 20 to 44 ⇒ 3
People with ongoing Type 2 Diabetic treatment ⇒ 2

Interview Sessions

Introduction

My name is Francis Odo and I'm a Product Manager here at Fast Feature Incorporated. Our team has been working on some exciting new ideas about healthy lifestyle experience and we wanted to share them with you and get your feedback.

The interview will be conducted on an individual basis. There will be a couple of background questions to get familiar with you and your habits. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback.

For confidentiality and protection of the trade secret, I will like you to kindly review this NDA and sign it.

Do you have any questions before we get started?

No questions… Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don't miss anything in the notes.

Background Questions

- Can you give a little introduction of yourself?

- Are you very active with online apps?

- Can you tell me a little bit about your living situation?

- When was the last time you exercised?

- How often do you exercise?

- Do you pay close attention to your diets?

- Would you consider yourself eating healthy?

Tasks

Task 1

Now I'm going to show you a prototype that the team has been working on. Keep in mind that this isn't a test. You're not being tested There is no right or wrong answer. We're trying to understand how well this idea works for you. And because it's a prototype, not everything you see in the app may work.

One more thing... As you start using the prototype, I'm going to ask you to think out loud. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

- Go ahead and take a look around. Can you describe what you see?
- How would you go about navigating to an activity page? Can you show me?
- Let's say you wanted to see a recommended diet . How would you do that?
- Do you prefer a recommended diet or would you rather choose from the menu?

Wrap Up

Thank you for going through all of that with us. I will like you to answer a few more questions.

- Do you think this is something you would use? Why or why not?
- Is there anything you think could be improved?
- Is there any other feedback you want to share with the team?

Thank you message to the user for participating
Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we've been working on.