

# User Research Plan Template

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Version 1 (12/03/24)

### 1. Background

- *What is this project about?*  
The purpose of the website is to promote wineries and wine tours around Granada as well as offering wine and events. Local spanish wine is in the center of the webpage, however it does not have one singular goal, rather multiple purposes. This project is supposed to evaluate how well the website <https://rutadelosvinosdegranada.com> is created and how user friendly it is.
- *What's the purpose of this research? What insights will this research generate?*  
The purpose of this research is to evaluate which interest group the wine-focused website has, whether it reaches the website, and whether UX-design principles are correctly implemented. The research will generate insights into potential areas of improvement and evaluate strong suits of the website.

### 2. Objectives

#### Business Objective & KPIs

Objectives	KPIs
Increase traffic	Evaluate time spent on website evaluate clicks on certain parts of the website
Increase tourist visits on the route	Add new languages to the website (minimum requirement: English option) Add interactive map that shows route stops
make incentive of website clearer	establish one main focus for the website and put it clearly on the landing page
delete obsolete information	find out if all parts of the website are interesting for our research group, get rid of parts that have little to no traffic

#### Research Success Criteria

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

quantitative:

criteria for website users: do they have legal drinking age

number of users per day

how much revenue does the website make?

qualitative:

ask users open-ended questions about their experience with the website

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

traffic of website

click patterns of website

→ evaluation of numeric data (quantitative research)

interviews with users, asking them about their experience with the website

→ evaluation of textual data (qualitative research)

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

Do we focus more on quantitative or qualitative measures? Which one is harder to conduct?

How do we make sure that in the qualitative research we do not break any data security protocol (eg how do we anonymize)?

### 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**

Main method: observing the existing website, discussing potential weak points

Second method: designing a small interview intended at potential users (can be reused for post-session survey)

### 4. Research Scope & Focus Areas

#### Question themes

1 high-level topics of questions

- How usable is the website for the intended audience? (quantitative and qualitative)
- How cost-effective is the website? How much revenue does it make? (quantitative)

## 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?
- **Persuasiveness:** Are desired actions supported and motivated?

## 5. (Personal) Experience in this field

¿Cuál es tu experiencia con este tipo de aplicaciones y productos?

- wine tours are not very popular when they are using expensive wine, therefore we do not have much experience in the field of advanced wine tasting (germany)
- in spain, wine tours are less expensive and therefore have a wider target audience

### 5.1. As a stakeholder

Being in a wine tour is always a fun experience, full of people, new flavours... everyone seems happy and enjoying their time, being a “tester” has never be this fun!.

(I was part of one experience as....)

### 5.2. As a designer

- tour websites are often not very übersichtlich
- it feels very commercial and less personal / well designed

### 5.3. As a observer

(I saw one day... )

- I saw one day a wine tour advertised by erasmus

## 5.4. User says

(someone tell me... )

- Someone told me that wine tours are great because they are one of the few activities that can join old and young people in the same event.

## 6. Participant Recruiting

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

- 1 Young people who enjoy drinking and socializing in public event
- 2 Medium age people who are fan of wine and want to try some different and new flavours.
- 3 Medium age foreigners, who like drinking but also, want to see some of the culture here in Spain.

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