

UX Research Plan

Gauhar Iqbal (3/9/2020)

1. Background

- Millennials form the largest segment of the client user profile .It is imperative on our part to dovetail the user experience of this lot for maximum efficiency. We need to validate the millennials role in the market and expand our offerings .Millennials behavioural patterns and inclinations need to be gauged to provide them a more wholesome experience.
- Millennials are conversant with digital technology. This attribute could be leveraged by banks to offer tailored solutions to optimize the economic differential of the market.
- The purpose of research is to analyze the behavioural pattern in digital space. It will also collate the relevant details like their education, occupation and income level to understand the overall financial operational gaps where banks can act as facilitator and enabler.

2. Objectives

Business Objective & KPIs

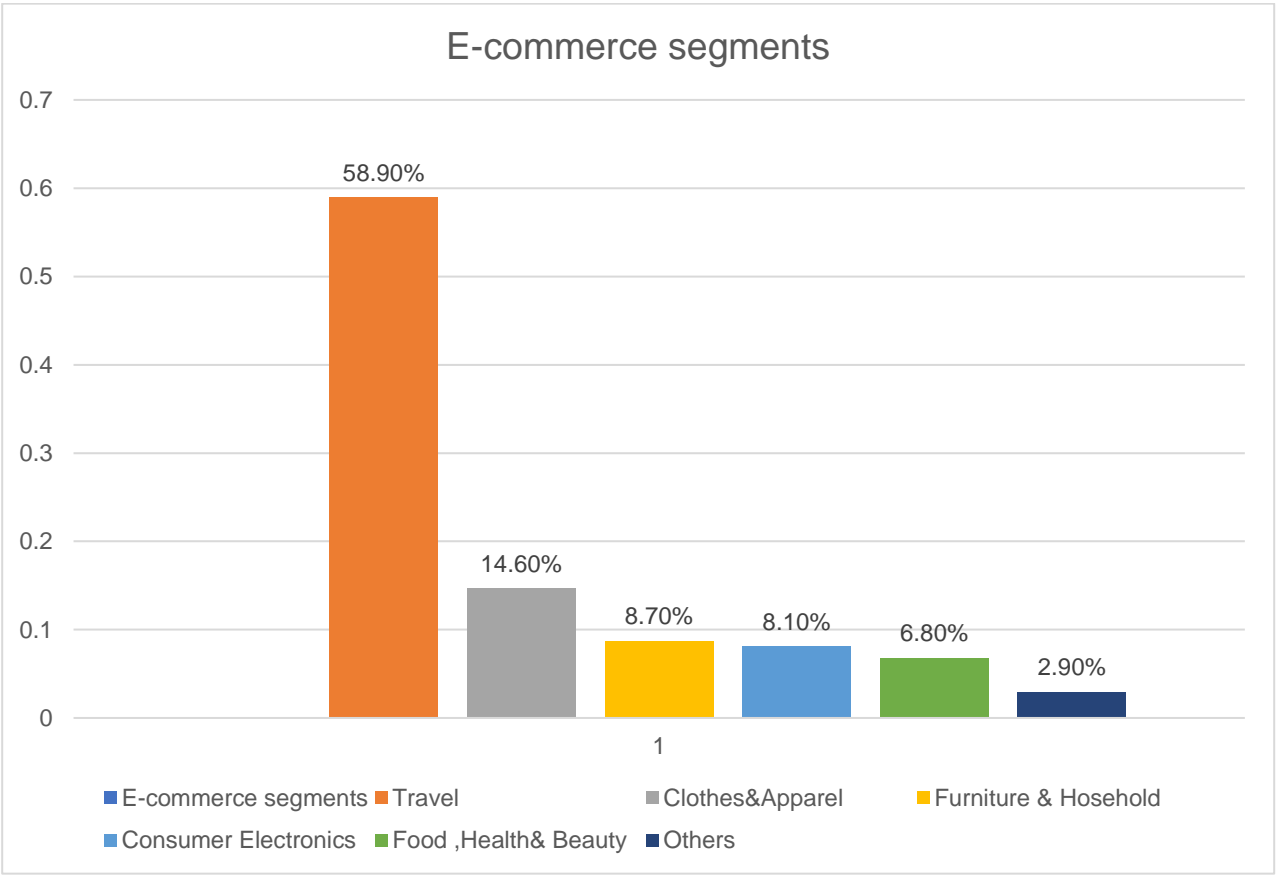
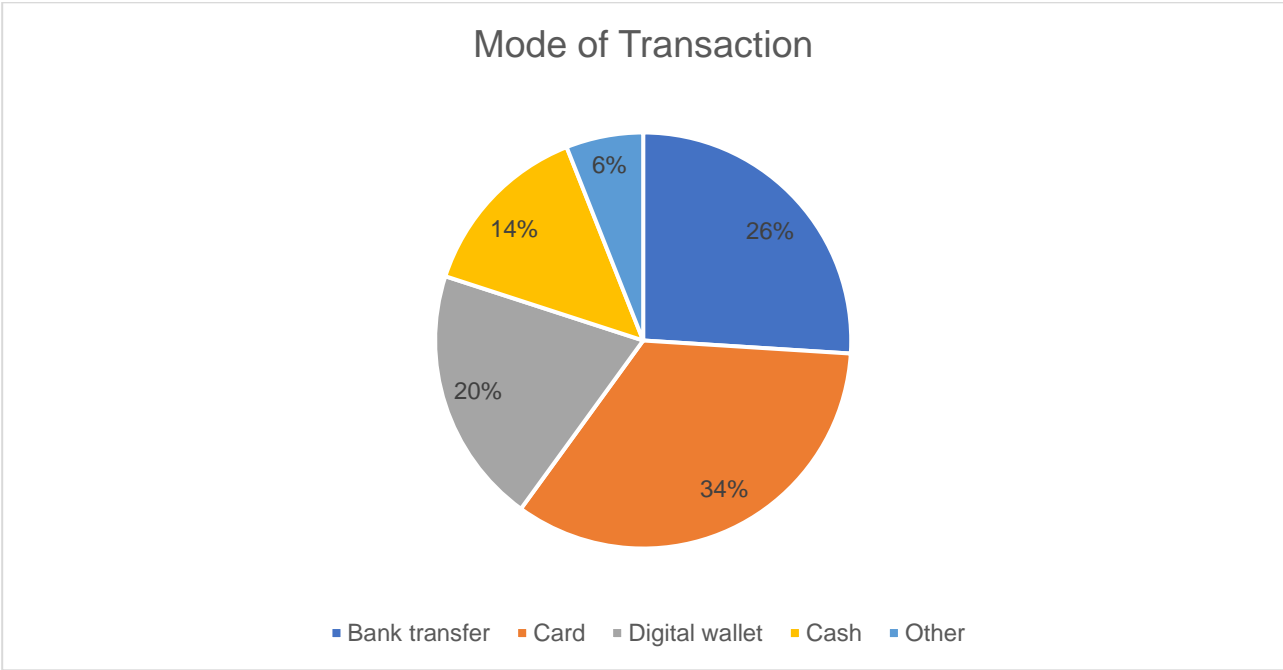
Objectives	KPIs
Capture the untapped millennials market segment for better functioning and profitability of banks	Increased share of millennials in bank-account holders

3. Research Methods

Primary research

- **Document review:**
 1. **Millennials in Industry 4.0: (Deloitte Indonesia Perspective)**
 - Millennials form highest share(34%) in the rising market.
 - Average age of the millennials is 30.5 years.
 - Average internet consumption of millennials is 7hrs/day.
 - Most of the millennials are multi-tasking(2-3 jobs at a time).
 - 59% of millennials like non-cash transactions.

- Analytics review(Digital Footprint):**



Screener for recruitment:

Personal Information Report	
1 <i>Gender</i>	
2 <i>Age</i>	
3 <i>Highest Educational Qualification</i>	
4 <i>Occupation</i>	- - - - -
5 <i>Social Media</i>	
6 <i>Smart Phone</i>	
7 <i>Digital Payment</i>	Yes/No
8 <i>Online Banking</i>	Yes/No
9 <i>E-commerce apps</i>	Yes/No
10 <i>Transportation apps</i>	Yes/No
11 <i>EMI service availed</i>	Yes/No
12 <i>Loans Taken</i>	Yes/No
13 <i>Preferred mode of transaction</i>	Cash/Cashless
14 <i>Part-time jobs</i>	
15 <i>Mutual fund/shares investment</i>	Yes/No
16 <i>OTT services availed</i>	Yes/No
17 <i>Food delivery apps</i>	Yes/No

- **Stakeholder interviews:** Catch-up sessions on customer support representatives, sales and marketing executives to discuss the fundamental issues in the banking process.
- **User interview:** Based on above screener, user segmentation needs to be done to divide them into focus groups for face to face interviews.
- **Contextual inquiry:** Digital presence of bank needs to be re-evaluated and checked for glitches in the interface. Observation of subject's behavioral inputs and feedback while using bank's artefacts.
- **Shadowing:** With prior consent of the subject, we will monitor the transactional pattern of the subject.

4. Research Scope & Focus Areas

Question themes

- **User:** What is your preferred mode of payment and why?
Have you availed yourself of loan/EMI services?
How often you use ATM? Do you find it accessible?
Your review of bank's online banking portal and services.
- **Stakeholders:** Why this project matters to you ?How would it help you?
What makes interacting with millennials different from other customers?
What are issues faced and services demanded by the millennials?

Research Protocol:

- **Resources:** Notepads ,pencils and pens, video-recorders.
- **Timeframe:** Two weeks
- **Dress code:** Simple clothing.
- **Focus groups:** Based on specialized features, segment the users.
- **Tone & Conversation:** Tone of the conversation should be neutral and interview should focus more on why and how rather than simples yes/no binaries.

5. Research Participant Criteria:

- Participant should be between the age of 18-35 years.
- Stakeholders should have say in the execution and completion of the research.
- Diverse groups should be hired with proper sampling to avoid bias.
- Participant should have digital footprint in some or the other form.