Step 1: Define Objectives

Identify the purpose of the research.

Specify the key questions you want to answer, such as:

What are the pain points users face with similar products?

What features do users prioritize?

How do users currently solve the problem your product addresses?

Step 2: Identify Target Audience

Define user personas based on demographics, psychographics, and behavior.

Example: Age group, profession, tech-savviness, location, etc.

Determine primary and secondary user groups.

Step 3: Select Research Methods

Choose appropriate research techniques depending on time, budget, and objectives. Common methods include:

Surveys: Use online tools like Google Forms or SurveyMonkey to gather quantitative data.

Interviews: Conduct one-on-one discussions to gather in-depth qualitative insights.

Focus Groups: Facilitate group discussions to understand collective preferences.

Observations: Watch users interact with similar products or prototypes.

Usability Testing: Test prototypes to identify usability issues.

Step 4: Plan and Execute

Prepare Questions or Tasks:

Create a mix of open-ended and close-ended questions.

Example: "What challenges do you face when using similar products?"

Recruit Participants:

Use social media, forums, or professional networks to find participants.

Ensure diversity in the participant pool.

Conduct Sessions:

Ensure a neutral tone to avoid bias.

Record interviews or usability tests for detailed analysis.

Step 5: Analyze Data

Categorize responses into themes (e.g., pain points, desired features, common frustrations).

Use tools like Excel, Google Sheets, or qualitative analysis software (e.g., NVivo) for analysis.

Identify trends and prioritize user needs.

Step 6: Create User Personas

Develop fictional characters that represent user segments based on research findings.

Example:

Persona Name: Tech-Savvy Student

Age: 21

Needs: Affordable, lightweight product for studies.

Pain Points: Finds existing options expensive and bulky.

Step 7: Present Findings

Use visual aids like charts, graphs, and infographics to present insights.

Share a summary with stakeholders, highlighting key takeaways and actionable steps.

USER PERSONA

<https://lucid.app/lucidspark/a28f2758-a439-4e58-8352-c1422479c402/edit?viewport_loc=-2561%2C-826%2C3128%2C1415%2C0_0&invitationId=inv_4cb12422-d508-410f-b183-9d928d25fbc3>

JOURNEY MAPPING

<https://lucid.app/lucidspark/153ccbf7-991b-4abc-9672-2f1ec5a6927b/edit?viewport_loc=127%2C569%2C4627%2C2199%2C0_0&invitationId=inv_e5834549-a622-4642-b129-8a574c03c7cf>