

- **Primary personas**

- **Key Persona:**

- **Occupation:** a Realtor and a Dog mom
- **Age Range:** 24-30
- **Affiliation:** Friends of Developer
- **Number of Participant:** 2
- **Potential Scenarios:**
 - Looking for clothing and toy products for dog and cat
 - Asking user to view their cart and see if there are any similar products they would like
 - Asking the users to identify best practice features that our application does well

Plan for recruiting research participants

- I will aim for 2 or 3 participants who we can convince from within our own social spheres, who we know enjoy hiking or nature more generally.
- **Identify your key research questions.**
 - Best Practices to better user interaction
 - How to better the websites features for user needs
 - How to better layout page sites
- **Select a research method that best lets you explore your research questions.**
 - Ethnographic Research w/ a post interview to extrapolate good, bads, emotions, etc.
- **Research roles and assignments**
 - I will be a **researcher** assessing and **recording** user inputs through our **Ethnographic Observations** I conducted through my developed **user scenarios & questions**.

Research Plan:

Scenarios

- **Looking for clothing and toy products for dog and cat**
 - 1) Make the users tell you how they are identifying the products

- 2) Once they have confidently found a species ask the user to add the item into the cart on the website
 - Note: *Observe pain points in the users ability to identify the items. Could a section for descriptions be outlined better? Was the action of understanding the list discrete and concise too long?*
- 3) Check to see if all items are correctly inputted
- 4) once completed with obtaining items, complete order
- 5) *Repeat stage 1-3 for upto 2 items for each animal species*
- **Asking user to view their cart and see if there are any similar products they would like**
 - 1) Ask the user to find the Cart.
 - 2) Ask to look at what useful information is on the cart view.
 - 3) Identify the descriptors of the products(quality, type, primary hashtag, etc.)

Prepare for protocol and materials for the micro-user research study

1. Select a item from the range of listings able to be found thought the website (First item: dog coat)
2. Tell participants that depop is a website that allows users to buy items from online sellers that have posted listings of clothing items, but for the example of today, substitute human items for dog items.
3. Tell participants to log onto the depop website. Should be able to find products for humans but look in the mindset of dogs or cats. Let the user use many methods to find items(hashtags, search bar, scrolling, etc.)
4. Ask participants to pretend that they just found the dog or cat product and add them to the cart.
5. Ask the participants to think aloud while completing this task.
6. Once the task is completed, ask the following follow-up questions:
 - a. Asking the user what features helped guide their findings of animal products(standard icons, hashtags, etc.)
 - b. Asking the user what they found most interesting and why?
 - c. Asking the user if the site/ application meets their expectations?
 - d. Asking the user if they consistently misunderstand anything? If so, what?
 - e. Asking the user if they found anything frustrating, confusing.
 - f. Did any task take longer than expected? Can you go into detail?
 - g. What components of the application do you think need improvements?
7. Say thank you to the participant and dismiss them.
8. Assuming the “cart” was made successfully, delete it.

Desired Outcome

I hope to obtain clear, consistently-gathered data from our participants that answers or suggests a logical extension of our research question.