

MODULE 2 TASK 2

USER RESEARCH

Product: E-commerce Mobile App for Fashion Shopping

Research Objectives:

1. Understand target audience demographics and shopping habits.
2. Identify pain points in current fashion shopping experiences.
3. Gather feedback on app features and user interface.

Research Methods:

Quantitative Research (200 participants)

1. Online survey (SurveyMonkey) - 10 minutes long
 - Demographics (age, location, income)
 - Shopping habits (frequency, preferred platforms)
 - Pain points (returns, sizing, search functionality)

Qualitative Research (10 participants)

1. User interviews (30 minutes each) - In-depth discussions
 - Shopping experiences and preferences
 - Current pain points and frustrations
 - App feature suggestions
2. Usability testing (TryMyUI) - 15 minutes each
 - Navigation and search functionality

- Product details and checkout process

Research Process:

Step 1: Plan Research

- Define research questions and objectives
- Choose research methods and participant criteria
- Determine sample size and recruitment strategy

Step 2: Recruit Participants

- Social media advertising (Facebook, Instagram)
- User testing platforms (TryMyUI, UserTesting)
- Online forums and fashion communities

Step 3: Conduct Research

- Survey distribution and data collection (2 weeks)
- User interviews and usability testing sessions (1 week)

Step 4: Analyze Data

- Survey data analysis (descriptive stats, trend identification)
- Interview and usability testing data analysis (thematic coding)

Step 5: Interpret Findings

- Identify key user needs and pain points
- Inform app feature development and design decisions

Research Questions:

1. What are the primary motivations for shopping on mobile apps?
2. What features do users expect in a fashion shopping app?
3. How do users currently navigate and search for products?

Survey Questions:

1. What is your age range?
2. How often do you shop online?
3. What are your favorite fashion shopping platforms?
4. What are the most frustrating aspects of online shopping?

Interview Guide:

1. Can you walk me through your last online shopping experience?
2. How do you typically search for products?
3. What features would you like to see in a fashion shopping app?

Usability Testing Script:

1. Navigate to the product details page.
2. Search for a specific product.

3. Complete the checkout process.

Timeline:

- Research planning: 2 days
- Recruitment and data collection: 4 weeks
- Data analysis and interpretation: 4 weeks
- Reporting and sharing results: 2 weeks

Budget:

- Survey tools and recruitment: \$500
- User testing platforms: \$200
- Interview incentives: \$500
- Total: \$1,200

This is just a sample plan. Feel free to modify it according to your specific needs.

Would you like to:

1. Modify the research plan
2. Add/remove research methods
3. Discuss potential findings and implications
4. Explore other research tools and resources

PERSONA



Jennifer D. Gephart

Age 32
Occupation Finance Project Manager
Education MBA
Location Austin, TX
Status Single

Interests

Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter.

Goals

Better communication across various departments
Clear, defined due dates and accountability for tasks
Do more with less money

Pain Points/Frustrations

Delays or slow communication
Disorganized work environment
Lack of accountability in tasks across team members

Motivations

Recognition from board, supervisors and peers
Personal reward from successful deals
Opportunity for raise or promotion
Satisfying clients and delivering optimal results

Challenges

Increase revenue fast
Increase sales team productivity
Delays or slow communication

Needs & Expectations

Slack Integration
All-in-one project management tool that has clear due dates for projects
Gantt charts
Notifications for easy and quick collaboration

Technology & Social Media

She uses Apple devices
Browses on her phone but makes more action decisions on her desktop
Uses Instagram, Facebook, LinkedIn, and Twitter

Content-Type Preferences

Wall Street Journal
Forbes
Fortune
Business Week
The Economist
Trade Publications
Bloomberg
New York Times

Brands & Influences

Slack
Google
Apple
Amazon
Microsoft
Facebook

JOURNEY MAP

