

# Research Plan for KK's Pet Sitting App

1. Title: KK's Pet Sitting App Field Study
2. Authors and Stakeholders: Andrea Kim (myself)
3. Date: 8/7/16
4. Background: This study is for a pet sitting client app for KK's Pet Sitting, a company I own. I have stopped this company in order to become an Android Developer, but it is a good use case for an app, and I can make apps referencing this base app for other pet care services in the future.
5. Goals: The main reason for the study is to gauge whether it would be useful for clients to utilize the app and which would be the most useful features.
6. Research Questions:
  - Is an app necessary for a pet care business?
  - How likely are users to actually utilize the app?
  - How often?
  - What features would be mandatory?
  - What features would be nice to have, but not necessary?
  - Which features would be a bad idea/what users would NOT like to see?
7. Methodology: I will start by creating a survey out to clients and general public via social media and email. I will look at results and determine how many people to interview personally for more information. I will then interview them and see what can be gleaned from those interactions. Once a prototype app or wireframe is laid out, I will begin user testing and continue that throughout cycle until the MVP is delivered.
8. Participants: My target audience is users of pet care services. I have a large client base from which to get information.
9. Schedule: Participant recruiting will start 8/8/16, the study will take place during the week of 8/8-13/16. The results should be ready by Sunday, 8/14/16.
10. Script:
  - How often apps are used
    - How often do you use apps vs websites on phone browsers?
  - How often they download and try a new app with so many available
    - Would you download and try a new app if it was from a business of which you are already a patron?
  - Which apps they find useful
    - Which are top 5 favorite apps and why?
  - Which is most important in an app (appearance vs function)
    - Which is more important - how an app looks, ease of use, ability to complete tasks intended?
  - Favorite features of an app
    - List favorite features in apps (any app, any feature)