LitChat Research Plan
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Danielle Leaton-Salinas

Project Background
Introducing LitChat, the ultimate online hub for literature lovers to connect, engage, and ignite their passion for books. LitChat brings together book enthusiasts from around the world, breaking geographical barriers and creating a virtual book club experience like no other.

With LitChat, you can join vibrant discussions, share your thoughts on favorite literary works, and explore new genres and authors. Connect with like-minded individuals who share your love for literature, even if there are no local book clubs in your area. Immerse yourself in a diverse community of readers, where thought-provoking conversations and meaningful connections await.

Whether you're seeking intellectual conversations about classic literature or eager to delve into the latest bestsellers, LitChat has it all. Engage in lively debates, discover hidden literary gems, and expand your literary horizons in an inclusive and welcoming environment.

Elevate your reading experience with LitChat, where the world of literature comes alive through vibrant discussions, shared insights, and a global community of passionate readers.

1. Evaluate the existing market landscape and identify platforms or services related to books to understand the competitive landscape and potential differentiators for LitChat.
2. Gain a deep understanding of the target audience for LitChat, including their demographics, preferences, motivations, and behaviors related to book reading and online communities.
3. Conduct a competitive analysis to assess how other platforms catering to book lovers are meeting customers' needs, analyzing their strengths and weaknesses in order to identify opportunities for differentiation.
4. Investigate how users currently manage their book lists, exploring their methods, tools, and preferences for organizing and keeping track of books they want to read or have read.
5. Explore users' experiences in finding books they want to read, including their discovery methods, sources of recommendations, and the challenges they face during the book search process.

These research goals will help inform the design and development of LitChat by providing insights into the target market, user preferences, and areas of improvement compared to competitors.

Research Questions
1. What are book lovers' motivations to engage in online book communities?
2. What are valued features for discussions on platforms like LitChat?

3. How do people discover new books?
4. How do people manage their current books?
5. What are users' reading habits for physical and digital books?
6. How do people manage their current book lists?
7. How do people decide which book to read next?
8. What are the user expectations for online book community platforms like LitChat?
9. How can we address barriers for user engagement in online book communities?

Assumptions
1. LitChat's primary user base consists of avid book lovers
2. People will actively discuss books with other people they do not know
3. People want to find books to read online

Methodologies
Secondary Research:
- Market Research: Gain an understanding of platforms associated with books and their target audience.
  - Goodreads
  - Audible
  - LibraryThing
- Competitive Analysis: Gain an understanding of how LitChat's main competitors are meeting customer needs and assess their strengths and weaknesses

Primary Research:
User Interviews (5-10 people, 10-15 minutes each): Gain insights into people's book discovery methods, reading habits, and interactions when discussing books with one another.

Participants
Age between 18 and 45
Are book lovers

Timeline
Day 1: Conduct secondary research (Market Research and Competitive Analysis)
Day 2: Conduct primary research (User Interview)
Day 3: Synthesize the research findings