Assignment II:

**TunePal end-user inclusive plan**

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**User Research**

User research is a complicated process that goes into the deep and complex themes of user behaviour, preferences, and needs. To ensure that TunePal is designed with the end-users in mind, an extensive and in-depth approach to user research is not only recommended but required.

This process can be divided into 6 different steps, each of them vital for research, and following the forementioned a deep understanding of the target audience will be gained. The steps are as follows:

1. Defining Objectives:

The first step must always be to state the goal of this research. By aligning these to the end goal of TunePal, the process will be much more fruitful. We must take time in this step: an ill-set objective can mean the difference between useful and useless data, and not prioritizing effectively will most likely mean that relevant insights won’t be made.

1. Descriptive Research Methods:

Once the objectives are defined, we must interact with potential users to acquire important information. For this, we must employ these following techniques:

* 1. In-Depth Interviews: by interviewing a range of potential users, we can discover features they might like from existing services, pain points and habits. For this we must ask open-ended questions, which can provide deeper insight on their wants and needs, interests and features they might miss, all while gently guiding the conversation to specific areas defined in the first step.
  2. Ethnographic Studies: these studies allow for a wider range of potential users, while also providing real-world insight on their listening habits and interactions with different platforms. This can provide very useful insight into the behaviours of users in different types of environments. By observing users during regular use we can achieve a deeper understanding of what is asked from our platform.

By capturing a wide range of users from different demographics we can ensure what target audience we would like to appeal, including age group, cultures and tastes, and we can even consider ways to appeal to a greater public.