UX research plan for Customized Corporate Gifts App

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Study 1: Semi-Structured Interview

Background

Employers offer various rewards to their employees in different ways. For example, on certain special occasions (like some festival or when organizations achieve certain landmark), employers tend to give the employees gifts. These types of gifts are often customized in the sense that the items would have company name or logo or both. Our research suggests that this market is 125 Billion market and it is going to increase at rapid pace in coming days. Since employers tends to look for vendors to provide a wide range of options, select the gift, get it customized, our digital platform aims at providing a one-stop solution for all the needs of corporates.

Research Goal

Our team wants to learn about how corporates tend to consult third party vendors, what kinds of specific items they tend to consider for the customization purpose while sealing the deal with the vendor. We want to determine what opportunities and needs might exist for new custom-gift vendor, so that we can use these findings to help us shape the direction we take in developing our product.

Research Questions

- [Needs] What is essential for customized corporate gifts?
    - How many different items do the users want as choice?
    - What are users' current pain points with regards to selecting a customized gift for employees?
- [Behaviors] How do users currently go about finding vendor and selecting the customized gifts?
    - How do they find vendors?
    - How do they figure out what gift they want to customize?
    - Do they have preference on what items they want in the catalogue?
- Do they really need another corporate gift product?
    - How do users feel about existing items?

Method

- A wide quantitative survey to various organization to gather quantitative data about items they would like to see, what kind of customization they need in the gifts, how often they give gifts.
- 30-minute in-person interview or video interviews with to get qualitative data

Recruiting

- 5 participants.
- Have full-time job who:
    - Has freedom to take decision on choosing the third party vendor, selecting the items to be customized
    - Has been doing this exercise of selecting vendor and ordering customized gift for employees for at-lest 2 years
- Small Business Owners
    - Typically, these are the people who don't have dedicated staff member to take care of rewarding employees

Screening Questions

1. How do you consult the third-party vendors for customized gits?
    a. Google search
    b. Issue tender in news-papers
    c. They reach to you by common contact
    d. Any other way, please specify

2. How often do you prefer to give customized gifts to employees?
    a. Once in a quarter
    b. Once in half a year
    c. Once in a year
    d. Any other, please specify

3. What type of gift items do you prefer to be customized for your organization?
    a. Digital products
    b. Digital accessories
    c. Merchandise
    d. Any other, please specify

Script

Introduction

My name is Prashant. Thank you very much for participating in this study. I am currently working on a project related to a product that would help employers get customized gift items for employees. I would like to learn more about your experience with selecting a customized gift for employees of your organization. This interview will take 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?
Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [*Build rapport. Start with easy questions to get to know the participant.*]
1. Could you tell me about yourself and organization you work for?
2. Do you give customized gifts to employees or reward them certain points and let them use the points to get a customized gift from available items of given vendor?
3. How often do your organization gifts customized items to employees?
4. What kind of items do you gift the most?
5. Do you have any website or app that you typically refer to find out the latest gift items?

Questions
1. How did your organization select a vendor for getting the gift items customized?
   [Motivation: This will help us to figure out how should we approach user/customer to let them know about the products we offer.]
   Follow up questions:
   a. Are you open to be contacted by a new vendor when you plan for a customized gift next time?
   b. What is best way to communicate with you about new offerings of our product?

2. How often do you give customized gifts to your employees?
   [Motivation: This question will help to figure out how often user is willing to opt for our products].

3. Do you choose the gift item(s) yourself for employees or you let the employees choose the from a set of items?
   [Motivation: This question will help to figure out how many gift items we should offer the user in our catalog]

4. What type of customization do you prefer in the gift?
   [Motivation: This question will help to figure how detailed the customization should be for the given user. Some users might be happy with just name and/or logo, some may need further customization to have a picture of employees, name of individual employees etc.]
   Follow up questions:
   a. Do you prefer to always have the company name, company logo?

b. Are there any other customization you prefer?

5. What kinds of items do you prefer to be customized?
    [Motivation: This question will help to select us the type of products that users are interested in to be customized]
    Follow up questions:
    a. Do you prefer digital products such as laptop, mobiles, GPUs?
    b. Do you prefer digital accessories such as USB Drivers, Wire-less charges, Earphones, Power-banks etc.
    c. Do you prefer merchandise?
    d. Do you prefer office stationery items such as diaries', ball-pen, etc.?

6. Broadly speaking, how many units of customized items do you need?
    [Motivation: This question will help to find how large the order could be]

7. Do you prefer sample products handed over to you for use before you finalize a certain product?
    [Motivation: This question will help to find out if user is willing to experiment with different gift ideas or he/she has pre-conceived notion about what he or she wants]

8. Do you prefer the gift to be wrapped in custom gift-wrapping as well?
    [Motivation: This question will help to find out if we can advertise our-selves by having our logo and/or name in the gift wrapper].
    a. Do you allow the vendor to have their logo and/or name on gift wrapping?

9. If you were to order a sizeable quantity of certain gift item (say 5000 units of earphone with your company logo on it], how soon you expect the vendor to deliver the products?
    [Motivation: This question will help to find out how soon the user expects the delivery of customized items once the order is placed.]
    a. If you give customized gifts to employees every year in same time-frame, say during Christmas, do you contact vendor and place the order well in advance to give enough time to the vendor as during that time, vendor may have lot of users to attend to?

10. Do you prefer certain types of vendor?
    [Motivation: This question will help to find out if geography or governmental restrictions can restrict user from ordering certain types of items. Or if user or us or both have to delve into special agreement to have a business.]
    a. Do you prefer local vendor who are either in same state/province, same country?
    b. Do you mind if the vendor is from other country?
    c. If you are ok with a vendor of different country, then do you have any legal issues that has to be taken care of? Like obtaining certain type of license from local government etc.

11. Can you provide some details about the gift items you have selected in last 3 years? [Motivation: This question will help us to find out the trend the user is following while choosing the gift items.]
    a. Can you provide us with sample of those items if you still have them?
    b. Can you share pictures of those items?
    c. Are you happy with your choices about those items?

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [joshiparsu@gmail.com]. Hope you have a wonderful day.

Study 2: Survey

Background

In our previous study, we learned that employers like to get the digital accessories for their employees with customization that is mostly company logo and name on the product. This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of language learners.

Research Goal

This study focuses on better understanding user needs related to choosing digital accessory product as gift items, as well as better measuring the extent to which these needs are held by most employers.

Research Questions

- How can our product best support employers select the customized gift for their employees?
    o What kind of digital accessories they prefer?
    o What kind of customization do they need?

Method & Recruiting

- Use surveys to collect data from at least 30 organizations.
- Test survey questions with 5 volunteers who are working with you.
- Send survey's to organizations office administration's head whose answers in our screener meet recruiting criteria:
    o Has freedom to take decision on choosing the third-party vendor, selecting the items to be customized

- o Has been doing this exercise of selecting vendor and ordering customized gift for employees for at-lest 2 years
- o Typically, these are the people who don't have dedicated staff member to take care of rewarding employees

Survey Questions

+Questions
1. How many times in year, do you award customized gifts to employees of your organization? [To find out how often we can attract the user]
   a. Once a year
   b. Twice a year
   c. Other (specify _____)

2. What gift items did you award to your employees for last three times? Select all that applies. [Does user's idea of gift item match with our product?]
   a. Digital Accessories
   b. Digital Product (mobile phone, laptop)
   c. Merchandise
   d. Other (Specify _____)

3. How do you prefer to customize the gift items? Select all that applies. [What kind of customization are preferred by user?]
   a. By having your company's logo on it
   b. By having your company's name on it
   c. Other (Specify _____)

4. While selecting the vendor, what is the most important criteria do you keep in mind? [Do users prefer certain type of vendors only?]
   a. Proximity of location
   b. Variety of gift items
   c. Variety of customization

5. Do you mind sharing the size of the order placed last time when you awarded customized gifts?
   a. 100-250 units
   b. 250-500 units
   c. 500-1000 units
   d. More than 1000 units
   e. I don't want to share

6. Do you prefer to gift-wrap the items you order?
   a. Yes
   b. No

       c. It's up to vendor

7. If you prefer to gift-wrap the items you order, do you let vendor have their company name or logo on the wrapper?
       a. Yes
       b. No