

User Research Plan for Fresh Farms

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Study 1: Semi-Structured Interview

Background

I am Organic Food Producer and a Tech guy working at a farm called “Fresh Farms” in 2 acres of Land at a rural village. Due to the inefficiency of Market Place and Lack of Technology adaptability the income is less for my boss even though the production is surplus.

Poor Supply chain management which lead to food wastage and poor network among the company and withdrawal of customers was a drawback.

My boss asked me to think some idea so that we can solve these problems.

I want to create a business framework or the fresh farms company by helping it to run the business efficiently. This framework (Freshfarms.com) aims to offer high standardized but also individual solutions to the workflow in fresh farms. It shall help in establishing and running a business with no loss of income. This model app will connect fresh farms supply chain management team with end users in around the city thus delivering quality Organic vegetables.

Research Goal

- I want to Learn about the difficulties faced by the restaurants in getting our products.
- I want to know why specific restaurants stopped buying our products.
- I want to know the feedback of the products in general perspective like packing, delivery time, mode of transport.
- I want to get suggestion in transparency with respect to payments and bill detail.
- I want to know the inconvenience in tracking the product.

Research Questions

[Organization, Input & Output]

What are the guidelines, standards and outcome of the shipping products?

- Is there a checklist to confirm every product is delivered correctly to the end consumer?
- Does every customer feedback are collected by the delivery person?
- Does the mode of transport is appropriate without any compromise like delay?
- What happens if the delivery is cancelled?

How is the Product shipping is organized?

- How much time is taken to get the shipment packed ready?
- Will the delivery person adapt to an app that give Realtime shipment tracking feature?
- Will the delivery person uses google maps to find the shortest route to reach the destination thus delivering the shipment early?
- Do the customer experience is nice thus ensuring a smooth conversation between the staff and the customer?

Method & Recruiting

I Will Conduct 20-30 min semi-structured telephonic interviews to collect in depth, qualitative data from at least 3 employees.

- 1. Master Delivery Staff (Supervised Position)**
- 2. Delivery staff**
- 3. Product Packing staff**

And 1 staff who is in charge of supply chain management team.

- 4. Quality Control Officer**

Script

Introduction

My name is Mecline Jose. Thank you very much for participating in this study.

So, this study elaborates the workflow of supply chain team of Fresh farms and finding the mistakes and rectifying the problems thus our end customers will get a good customer experience.

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

1. We are in a tough time now how is the situation at your work during the corona-virus Pandemic?

[To know participants, Work]

2. Did you change the workflows because of the pandemic? Did you change the hygiene checklist?

[To know participants, Workflow]

Staffs

3. Does the shipment is delivered on-time?
4. How often in a week do u deliver the products to customers?
5. Do you have the checklist to ensure that you have delivered the product correctly?
6. Can you estimate roughly how long it will take to reach the short and long distance that you have covered so far?
7. Are you satisfied with the packaging done which puts a way to seamless delivery?
8. How often and Which smartphone do you use?
9. Let's imagine you have an app which will ensure your duty to deliver the shipment to correct place and time, Will you able to adapt yourself to this app?

Quality Control Officer

10. Are the Products are packed correctly with quality ensuring metrics?
11. Does the Feedback forms is attached to every customer delivery?
12. If u have an app that will collect the feedback of the users and notify you, Can you make the most use of that app?

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 meclinejose52@gmail.com.

Hope you have a wonderful day.

Timeline

- Design Proposal: End of June, 2020
- Recruiting: End of June, 2020
- Sessions: June 10-15, 2020

Methodologies

Literature research laws, regulations, company guidelines:

I will be revisiting the supply chain team and I will make familiar with the **regulations, company guidelines** (if any).

User Interviews:

Both specific and open-ended questions, will be asked to understand the delivery principles and the work flow: who they are and how they decide and how to fulfill their needs and will try to collaborate with them.

Study 2: Survey

Delivery Process and App acceptance

Background

In the Previous Study 1 we found that all the staffs use smartphones during Work.

I got some indications that the staffs use smartphones one handedly most of the time.

For enhancing the efficiency of the supply chain team. The management would appreciate the use of a digital solution to increase the outcome.

Research Goal

See research goals in study 1

Research Questions

See research questions in study 1

Method & Recruiting

[Is this a survey? An interview? What kind of people do you plan to recruit? Where will you find them?]

Survey Questions

1. Do you know to pack the products appropriately with quality metrics?
[Do the packing staff have a detailed understanding of packing different products with proper measures]
 - a. Yes
 - b. No
 - c. Depends
2. Are you able to deliver the shipment on time?
[Does the driver have a uninterrupted workflow in the shipment task]
 - a. Yes
 - b. No
 - c. Depends
3. Will you have a checklist for cross verifying with customer?
[Do the Delivery agent always carry the checklist with him]
 - a. Yes
 - b. No
4. Did it ever happened that your colleagues didn't finish his delivery task and you had to finish it?
[Do any of the delivery agent in the team was on leave adequately]
 - a. Yes
 - b. No
5. Can you give a rough estimate of the delivery time of the product you have delivered?
[How long a typical delivery takes to complete a task]
 - a. <5 hrs.
 - b. >5hrs.
 - c. More than a day.

Smart Phone use

1. For what do you use your smartphone during work?
 - a. Any calculation
 - b. Making calls
 - c. Other
2. Which type of smartphone do you use?
 - a. iOS
 - b. Android

App Acceptance

Lets' imagine you have an app which assists you with delivery tasks.

For example, it let you document the results and suggests the next delivery task

It helps you to collaborate with the customers.

When it comes to delivery it assigns you to the customer roadmap and timing remaining.

1. What's your general opinion on the app?
 - a. "this sounds like useful"
 - b. "I don't like to be monitored this way"
2. The app lets you to take picture of the job done by you on time
 - a. "useful"
 - b. "Not-useful"
3. This app will allow you to get the customer feedback
 - a. "I like it"
 - b. "no I don't like it"
4. This app will show the real-time location of the delivery vehicle
 - a. "I like it"
 - b. "no I don't like it"
5. For large task this app will let you to split the work among your colleague.
 - a. "yes it would reduce my burden"
 - b. "nope, I don't need it"

DEMOGRAPHICS

1. How many years you have been working as a staff?
 - a. ____ years
2. What is your profession?
 - a. Driver staff
 - b. Packing staff
 - c. Quality control officer
 - d. Supervisor
3. What is your age?
 - a. 18-25
 - b. 26-35
 - c. 35-65
4. Gender?
 - a. Male
 - b. female

Method and Recruiting

Screening:

- Supply chain team staff with less than 10 employees.

Collect data from at least 30

- Left-handed 1-2-3-4-5
- Female 1-2-3-4-5-6-7-8
- older than 50 1-2-3-4-5
- Test survey questions with 4 volunteers among from my colleagues.