

UX Research Report for Rice Sales Management App

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Executive Summary

This research project focused on understanding the current challenges and needs of rice sellers and distributors in managing sales and inventory. Through a combination of semi-structured interviews and surveys, we gathered insights on existing practices, pain points, and desired features for a rice sales management app. Our findings reveal significant opportunities to improve efficiency and accuracy in sales management, with a strong demand for features like automated inventory tracking, integrated reporting, and mobile accessibility. Based on these insights, we recommend developing a user-friendly app that addresses these needs and includes customization options for different business sizes.

Background and Study Goals

The rice sales management app aims to streamline the sales and inventory management process for rice sellers and distributors. The primary goals of this research were to:

- Identify current pain points and inefficiencies in rice sales management.
- Understand user behaviors and preferences in managing sales and inventory.
- Determine the most desired features and functionalities for a sales management app.

Methodology

We conducted two research studies:

1. **Semi-Structured Interviews:** 5 participants, including small business owners and distributors, were interviewed to gather qualitative insights into their current sales management practices and challenges.
2. **Surveys:** A survey was distributed to 30 rice sellers and distributors to collect quantitative data on their needs and preferences.

Key Findings

Current Challenges

1. **Manual Processes:** 60% of participants currently use spreadsheets or manual methods to manage sales, leading to errors and inefficiencies.
 - **User Quote:** "Updating sales records manually is time-consuming and prone to mistakes."
2. **Inventory Management:** 70% of participants struggle with tracking inventory accurately, often resulting in overstocking or stockouts.
 - **User Quote:** "It's hard to keep track of inventory levels, especially during busy seasons."
3. **Reporting:** 50% find generating sales reports challenging and time-consuming, with data often scattered across different tools.

Desired Features

1. **Automated Inventory Tracking:** 80% expressed interest in a feature that automatically updates inventory levels as sales occur.
 - **Rationale:** To reduce manual entry errors and improve inventory accuracy.
2. **Integrated Reporting:** 75% want an integrated reporting tool that generates sales reports quickly and accurately.
 - **Rationale:** To save time and improve decision-making based on real-time data.
3. **Mobile Accessibility:** 65% prefer a mobile app to manage sales on the go.
 - **Rationale:** To provide flexibility and convenience for users who are often away from their desks.
4. **Customization Options:** 70% value customization in features to suit different business sizes and needs.
 - **Rationale:** To ensure the app can adapt to various user requirements and scale with their business.

Recommendations/Next Steps

Based on the findings, we recommend the following actions:

1. **Develop Automated Features:** Implement automated inventory tracking and sales reporting features to address key pain points and improve accuracy.
2. **Design a Mobile-Friendly Interface:** Ensure the app is accessible and user-friendly on mobile devices, allowing users to manage sales remotely.
3. **Offer Customization Options:** Provide options for users to customize features based on their specific business needs, enhancing the app's flexibility and appeal.
4. **Conduct Usability Testing:** Before launching the app, conduct usability testing with a diverse group of users to ensure the design meets their expectations and is easy to navigate.
5. **Plan for Future Integrations:** Consider integrating with popular accounting software and other tools to provide a seamless experience for users.

Data collection and analysis.

This research report provides a comprehensive overview of the current landscape of rice sales management and outlines actionable recommendations to develop an app that meets user needs. By addressing the key pain points and desired features identified, the app can significantly enhance the efficiency and effectiveness of rice sales management for users.

