UX Research Plan for Rice Sales Management App

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Study 1: Semi-Structured Interview

Background

Managing rice sales involves various challenges, such as tracking sales, managing inventory, and calculating profits. Our app aims to streamline these processes by providing a user-friendly platform for rice sellers and distributors. The goal is to make rice sales management more efficient and less time-consuming for users.

Research Goal

Our team wants to understand how rice sellers and distributors currently manage their sales and what their pain points are. We aim to identify opportunities for our app to simplify and enhance their sales management process.

Research Questions

- **[Needs]** What are the essential features for a rice sales management app?
    - What are users' current pain points in managing rice sales?
    - What features do users find most valuable in a sales management tool?
- **[Behaviors]** How do users currently manage their rice sales?
    - What tools or methods do they use?
    - How do they track sales and inventory?
- **[Opportunities]** What gaps exist in the current solutions?
    - What additional features would users like to see?

Method

- Conduct a 30-minute semi-structured interview to gather qualitative data.
- Use a wide quantitative survey to gather data on current practices and challenges.

Recruiting

- **5 participants** who:
    - Are involved in managing rice sales.

- o   Have been using existing tools or methods for at least 2 years.
- o   Include small business owners and distributors.

Screening Questions

1. How do you currently manage your rice sales?
   - o   Manually with spreadsheets
   - o   Using a dedicated software
   - o   Other (please specify)
2. How often do you update your sales records?
   - o   Daily
   - o   Weekly
   - o   Monthly
   - o   Other (please specify)
3. What are the biggest challenges you face in managing rice sales?
   - o   Inventory tracking
   - o   Sales calculations
   - o   Reporting
   - o   Other (please specify)

Script

Introduction

Hello, my name is Thao. Thank you for participating in this study. We are working on a project to improve rice sales management through a dedicated app. This interview will take about 30 minutes. Please feel free to take a break or stop the interview at any time. Do you have any questions before we start? May I record this session for note-taking purposes? The recording will not be shared outside our team.

Warm-up Questions

1. Can you tell me about yourself and your role in rice sales?
2. How long have you been managing rice sales?
3. What tools or methods do you currently use?

Main Questions

1. How do you track and manage your rice sales?
   - o   **Rationale**: To understand current processes and identify pain points.
2. What challenges do you face in your current sales management process?
   - o   **Rationale**: To identify user pain points and areas for improvement.
3. How do you handle inventory tracking and sales calculations?
   - o   **Rationale**: To discover specific features needed in the app.
4. What features would you like to see in a rice sales management app?
   - o   **Rationale**: To gather insights on desired app functionalities.
5. How do you currently generate sales reports?
   - o   **Rationale**: To understand existing practices and improve report generation.

6. Are there any specific integrations you would find useful (e.g., accounting software)?
    o **Rationale**: To explore potential integrations that could enhance the app's value.

Wrap-up

Thank you for sharing your insights. Your feedback is invaluable in helping us build a better product. If you have any additional thoughts, please feel free to contact me at [ThaoNC@fpt.com]. Have a great day!

Study 2: Survey

Background

Our initial interviews revealed key challenges and opportunities in rice sales management. This survey aims to gather broader data on user needs and preferences to guide the app development process.

Research Goal

The study aims to better understand user needs and preferences related to managing rice sales and assess the potential demand for specific app features.

Research Questions

- How frequently do users update their sales records?
- What are the most desired features in a rice sales management app?
- How do users prefer to access and use the app?

Method & Recruiting

- Use surveys to collect data from at least 30 rice sellers and distributors.
- Test survey questions with 5 volunteers working with you.
- Send surveys to individuals who meet the following criteria:
    - Involved in managing rice sales for at least 2 years.
    - Have decision-making authority in selecting sales management tools.

Survey Questions

1. How often do you update your rice sales records?
    - **Rationale**: To understand user habits and frequency of use.
2. What tools do you currently use for sales management? (Select all that apply)
    - **Rationale**: To identify existing tools and alternatives.
3. What are the biggest challenges you face in sales management? (Select all that apply)
    - **Rationale**: To confirm pain points identified in interviews.
4. What features would you like to see in a sales management app? (Select all that apply)
    - **Rationale**: To gather data on desired app functionalities.
5. How do you prefer to access the app?
    - Mobile
    - Desktop
    - Both
    - **Rationale**: To determine preferred platforms for app usage.
6. Would you be interested in integrating the app with other tools you use (e.g., accounting software)?
    - Yes

- o No
- o **Rationale**: To assess interest in potential integrations.
7. How important is customization in the app for your business needs?
   - o Very important
   - o Somewhat important
   - o Not important
   - o **Rationale**: To determine the level of customization required.

By following this research plan, you'll be well-prepared to gather valuable insights and create an effective rice sales management app tailored to user needs. Let me know if you need any further assistance or adjustments!