Product Research Project Planning

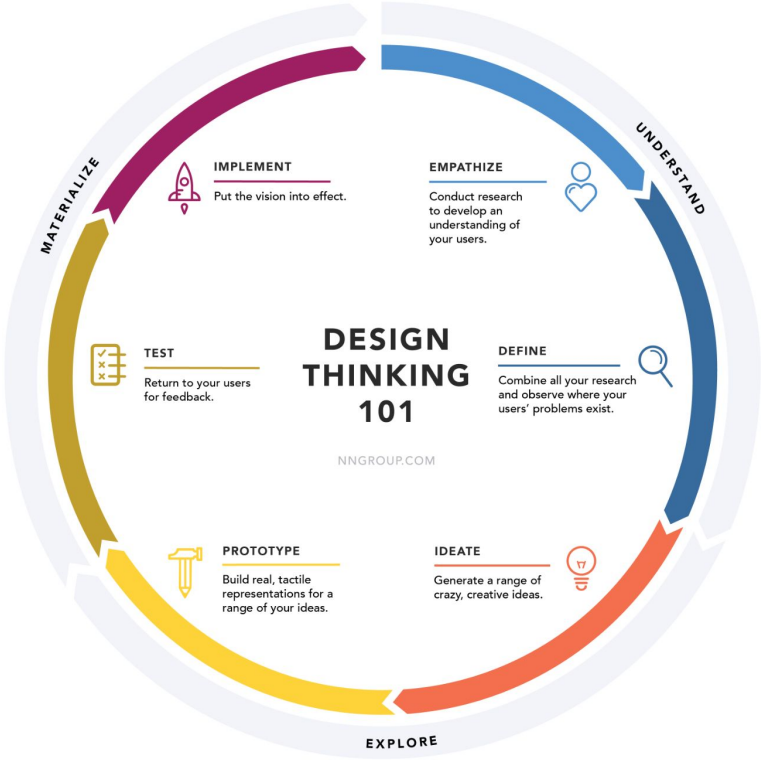
MAD9034

UX Design Process

Product Research in relation to the UX Design Process

Product Research comes before User Research

- Market segment
- Target market



Source: https://www.nngroup.com/articles/design-thinking/

Product Research

Definition and Goals

Product Research refers to the systematic process of gathering and analyzing information to better understand a specific product, its market, and its potential customers.

Goals
Learn about:

- Market segment
- Competitive landscape
- Strengths and weaknesses of competitive products
- Competitive advantage of your product
- How your product can gain market share

Product research - Meaning, Importance, Stages, Example.

Product Research vs User Research

Product Research Studies	User Research Studies
The market	The user
Products that exist in the market	Unmet needs
Product risks	Product demands
Market risks	Product features
What people say they want	What people need
What people will buy	How people will use the product

Product Research

Benefits

- Informed decision making
- Customer centric approach
- Competitive edge

Components

- Business research
- Market research
- Competitive analysis
- Brand research

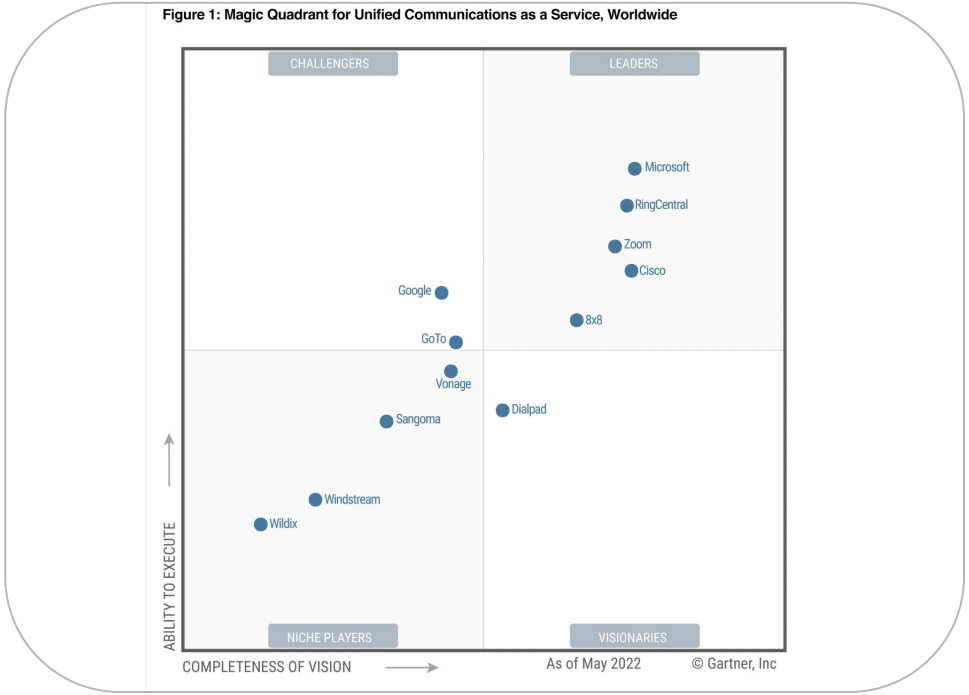


Image source

Product Research

Business Research: Definition, Components and How to Do it

Business research is an essential component of product research and development. It involves gathering, analyzing, and interpreting data to make informed decisions about various aspects of a product's development, launch, and ongoing success in the market.

Components

- Business and pricing models
- Business regulations
- Economic conditions and other factors at play

How to do it

- Gather cost information
- Investigate the larger economic ecosystem

Product Research

Market Research: Definition, Components and How to Do it

Market research is an essential component of product research. It involves gathering and analyzing information about a target market to inform the development, design, and marketing of a new product.

Components

- Market size and characteristics
- Market expectations
- Demands and opportunities
- Risk mitigation

How to do it

- Surveys or interviews
- Focus groups
- Secondary research (company records, research studies, books)

Product Research

Competitive Analysis: Definition, Components and How to Do It

Competitive analysis is an essential component of product research that involves evaluating and comparing your product or service against similar offerings from other companies in the market.

Components

- Identify competitors
- Gather information
- Analyze product features
- Pricing and monetization
- Market positioning
- User experience

How to do it

- Customer reviews and feedback
- Marketing and branding
- SWOT analysis
- Competitor’s roadmap
- Differentiation
- Summary and actionable insights

Project Planning

MAD9034
UX Design: Week 5.1

Project Planning

Definition and Components

A **project plan** defines:

- Project goals
- Tasks necessary to achieve the project goals
- Resources and budget required
- Timelines

A **project plan** consists of:

- Statement of work
- Resource list
- Work breakdown structure
- Schedule
- Risk plan

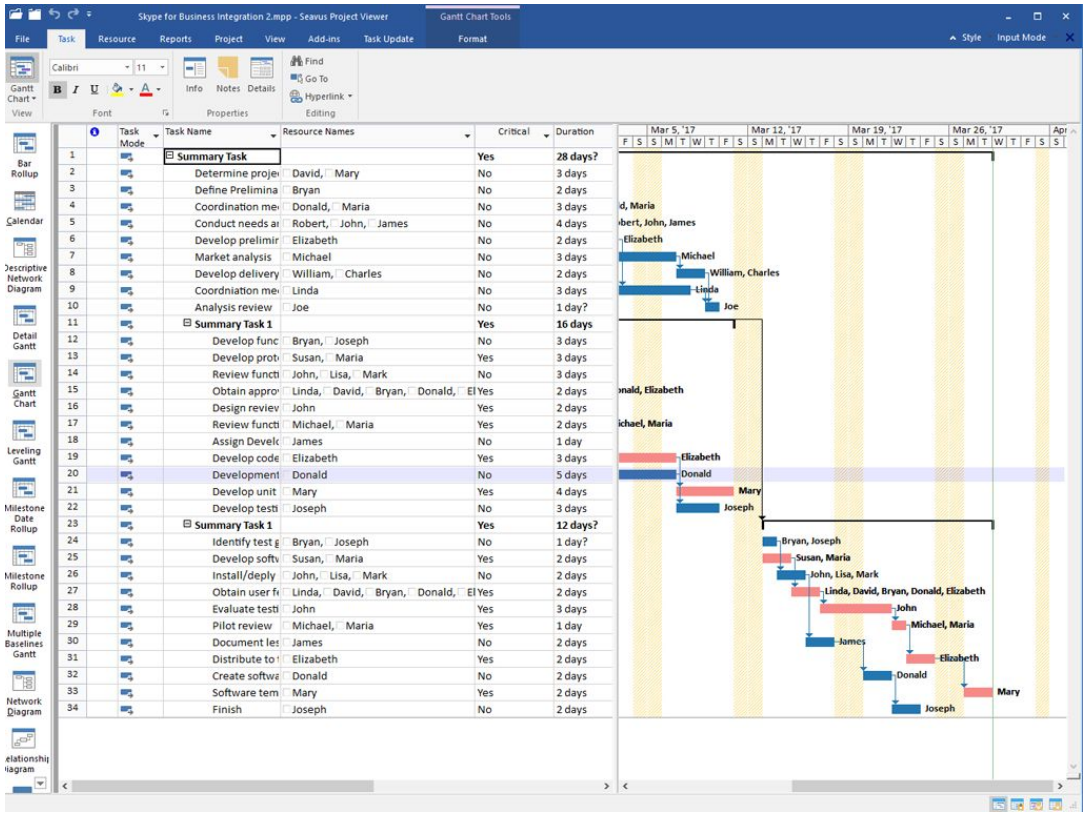
Project Planning

How it related to UX activities

- Owned by project or product management
- Contains activities across all disciplines involved (UX, engineering, testing, etc.)
- May summarize multiple UX activities into a single item (less granular)
- Audience will include multiple cross functional stakeholders

Project Planning

Critical Path



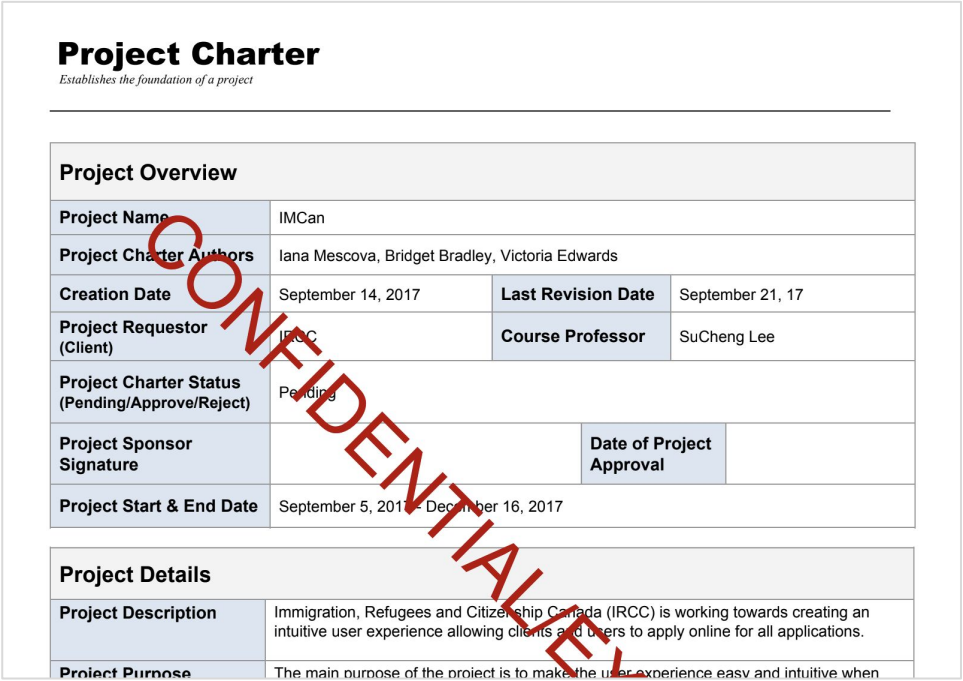
Project Planning Documents

Project Charter Components

- Scope, objectives, and purpose
- Individuals/roles involved
- Deliverables expected and budget
- Assumptions and risks

Project Charter Goals

- **Shared understanding** of the goals of the project
- **Contract** between key stakeholders and the team



Project Charter

Establishes the foundation of a project

Project Overview			
Project Name	IMCan		
Project Charter Authors	Iana Mescova, Bridget Bradley, Victoria Edwards		
Creation Date	September 14, 2017	**Last Revision Date**	September 21, 17
Project Requestor (Client)	IRCC	**Course Professor**	SuCheng Lee
Project Charter Status (Pending/Approve/Reject)	Pending		
Project Sponsor Signature		**Date of Project Approval**	
Project Start & End Date	September 5, 2017 - December 16, 2017		

Project Details	
Project Description	Immigration, Refugees and Citizenship Canada (IRCC) is working towards creating an intuitive user experience allowing clients and users to apply online for all applications.
Project Purpose	The main purpose of the project is to make the user experience easy and intuitive when

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Project Planning Documents

Project Scope Components

- Deliverables, constraints, assumptions and key success metrics
- Boundaries

Project Scope Goals

- Define the boundaries of a project before the project begins
- Act as a **contract** between key stakeholders and the team

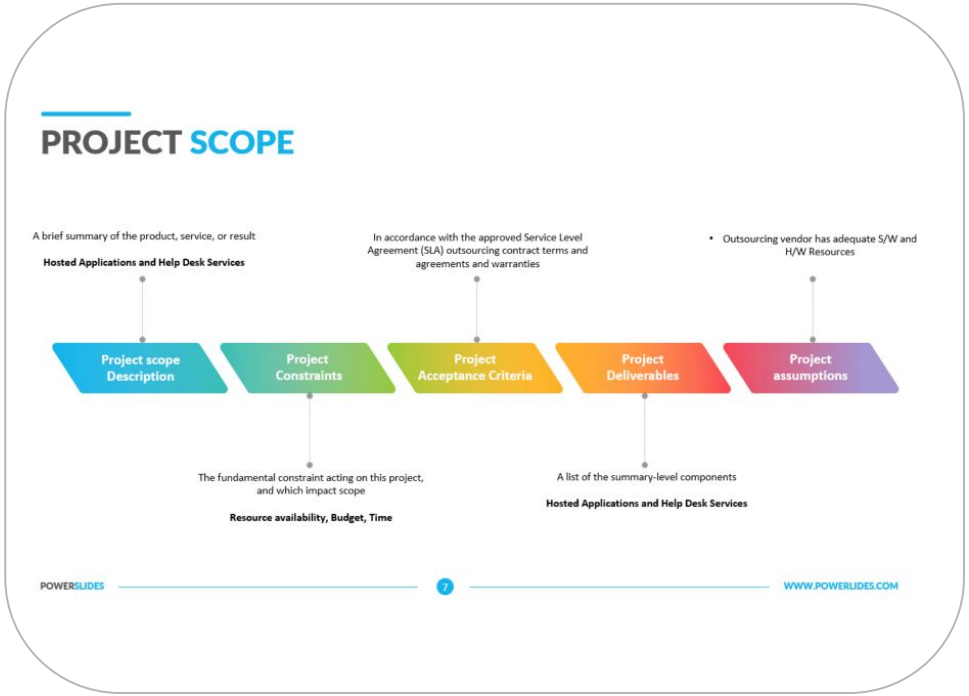


Image source

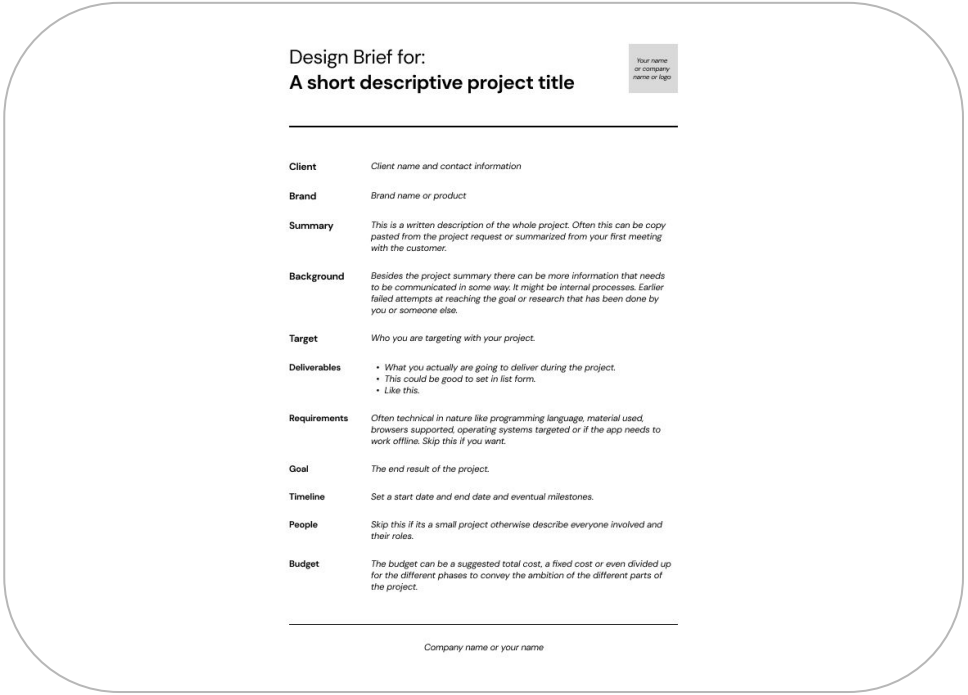
Project Planning Documents

Design Brief Components

- Objectives and problems to solve
- What's in scope, what isn't
- Target market
- Timelines
- Required vs available resources
- Risks
- Team routines and roles
- Tools, etc

Design Brief Goals

- To ensure a shared understanding of the goals and scope of the design (or redesign)



Design Brief for:
A short descriptive project title

Your name or company name or logo

Client	*Client name and contact information*
Brand	*Brand name or product*
Summary	*This is a written description of the whole project. Often this can be copy pasted from the project request or summarized from your first meeting with the customer.*
Background	*Besides the project summary there can be more information that needs to be communicated in some way. It might be internal processes. Earlier failed attempts at reaching the goal or research that has been done by you or someone else.*
Target	*Who you are targeting with your project.*
Deliverables	• *What you actually are going to deliver during the project.* • *This could be good to set in list form.* • *Like this.*
Requirements	*Often technical in nature like programming language, material used, browsers supported, operating systems targeted or if the app needs to work offline. Skip this if you want.*
Goal	*The end result of the project.*
Timeline	*Set a start date and end date and eventual milestones.*
People	*Skip this if its a small project otherwise describe everyone involved and their roles.*
Budget	*The budget can be a suggested total cost, a fixed cost or even divided up for the different phases to convey the ambition of the different parts of the project.*

Company name or your name

Image: Oskar Glauser on Figma Community

Project Planning Documents

Risk Assessment Components

- Risk Event
- Risk Level
- Impact on Project
- Precautions
- Actions in Case of Event
- Responsibility

Risk Assessment Goals

- To **anticipate** and **prepare** for risks your project is likely to encounter

StudyBug — Risk Assessment

Team Name: StudyBug — Team Member Names:

Date: January 15, 2015

1. Amanda Black | 3. Benny Li | 5. Rhodz Lamarre

2. Luis G. Baquero | 4. Muhammad Malik | 6. Zabiullah Noori

#	Risk Event	Risk Level	Impact on Project	Precautions	Actions in Case of Event	Responsibility
	Describes the details of possible project risk.	Risk threat/impact level (see worksheet).	What impact will the risk have on the project?	What precautions are you taking against the risk?	What will you do in the case that the risk happens?	Who's responsible for the risk and the outcomes?
1	Delays from illness during the winter months	Medium	If any team member becomes sick, this may cause a delay in milestone completion dates. Unless it is for an extended period of time, it should not affect the deadlines as we will work extra hours to ensure the deadline is met.	Everyone takes care of themselves and will give ample notice if team member feels ill so that work can be handed off to other teammates in ensure completion.	Delegate teammates work accordingly and evenly throughout the rest of the group.	All team members
2	Time management	High	With only 9 weeks to create and implement this project, time management will the essence to succeed. Delays in any step of the project might jeopardize is outcome and even derail everything	Making sure that we stick to the outline of the scope of the project. Regularly review our task list and making sure that we always on the right track by having weekly meeting to discuss the project	In case this scenario happen in any step of the project, we will relocate assets and personnel from other duties to get the issue resolve and moving forward.	It's everyone responsibility to manage their time and in the case that a problem arises, it's also everything responsibility to bring the problem forward.
3	Script Approval	Low	We cannot start shooting the video if the script is not approved	We will submit more than 1 script to the client so they can have more then one choice and also to give us some margin. We understand that 9 weeks will go fast and we cannot allow anything to delay the start of the production.	If the client doesn't like any of them, we'll go back and redraft the script with the client inputs.	All team members
4	Team member cooperation	High	Can derail the project or make it come to a stop	Making sure that team members get along and that they're producing equal amount of work as everybody else as well as reporting anybody that does not work or is taking advantage of others.	Talk to the member first and report the issue to the supervising professor	All team members

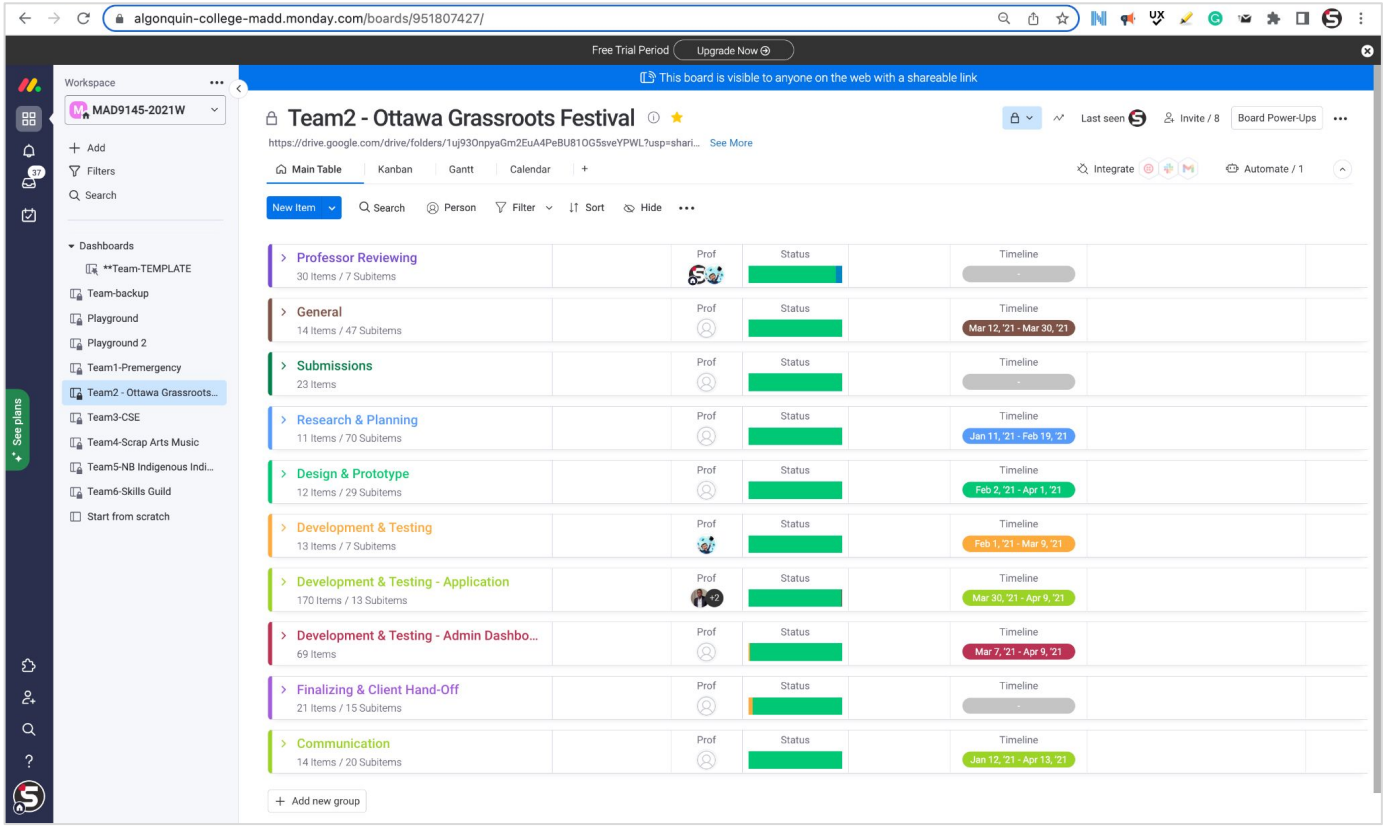
Project Management Tools

Examples

Top Management Software of 2024

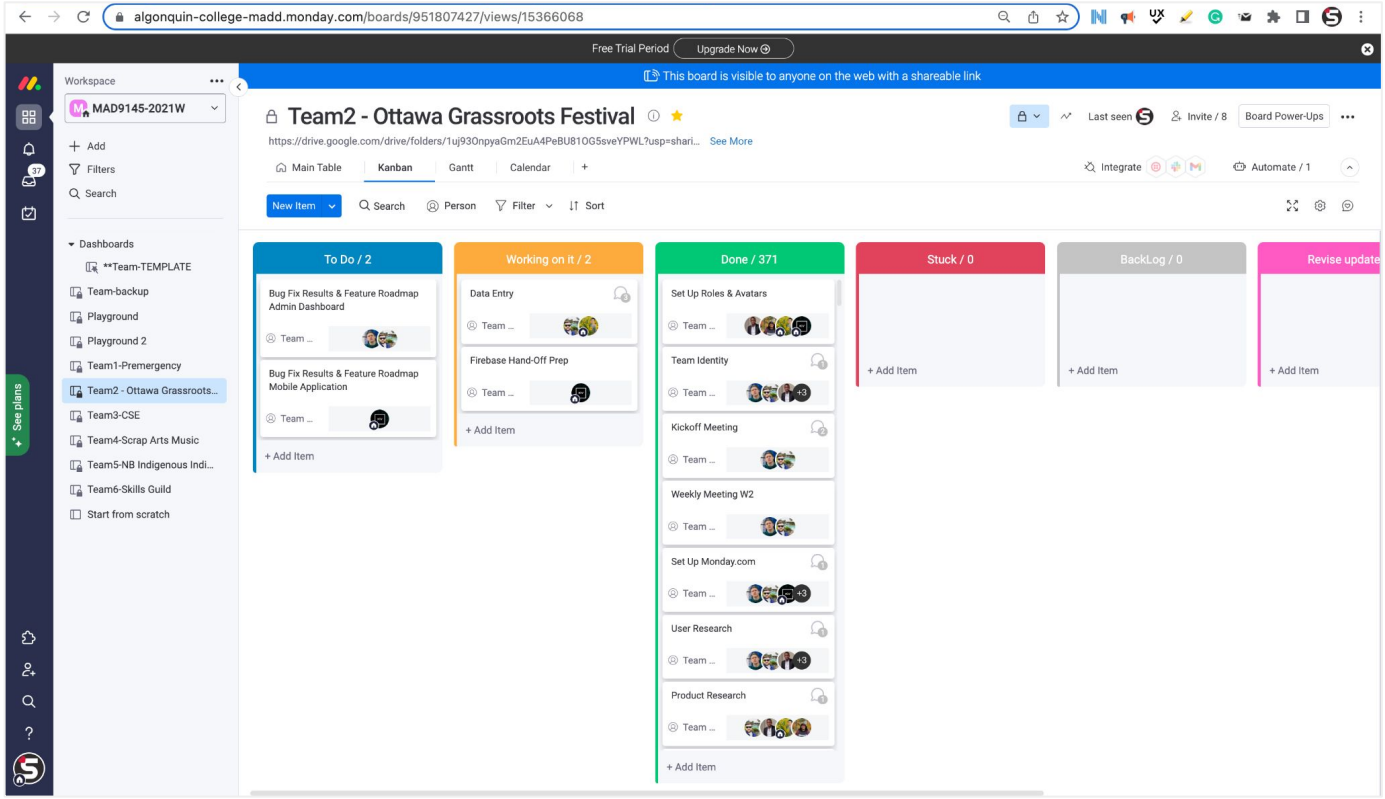
Project Management Tools

Examples



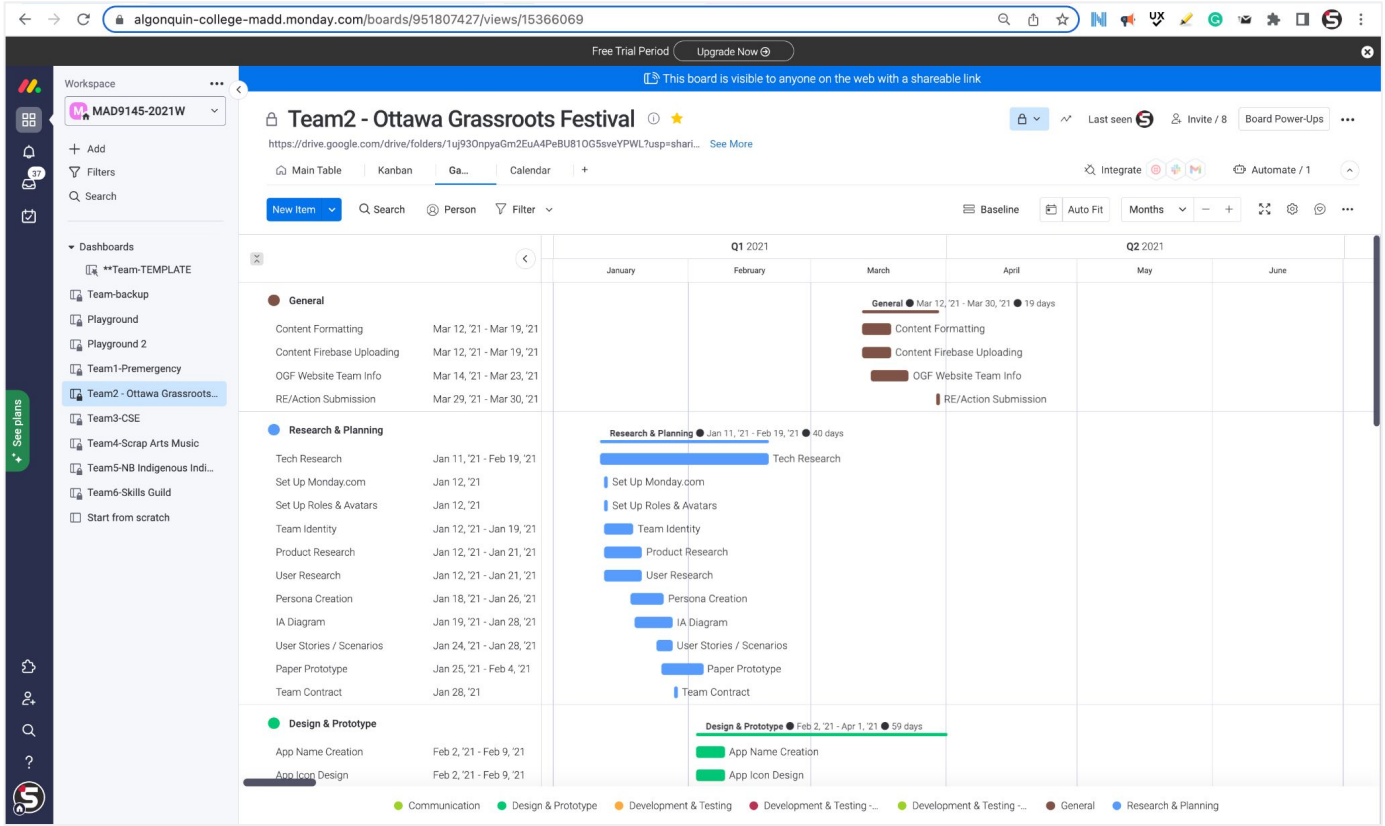
Project Management Tools

Examples



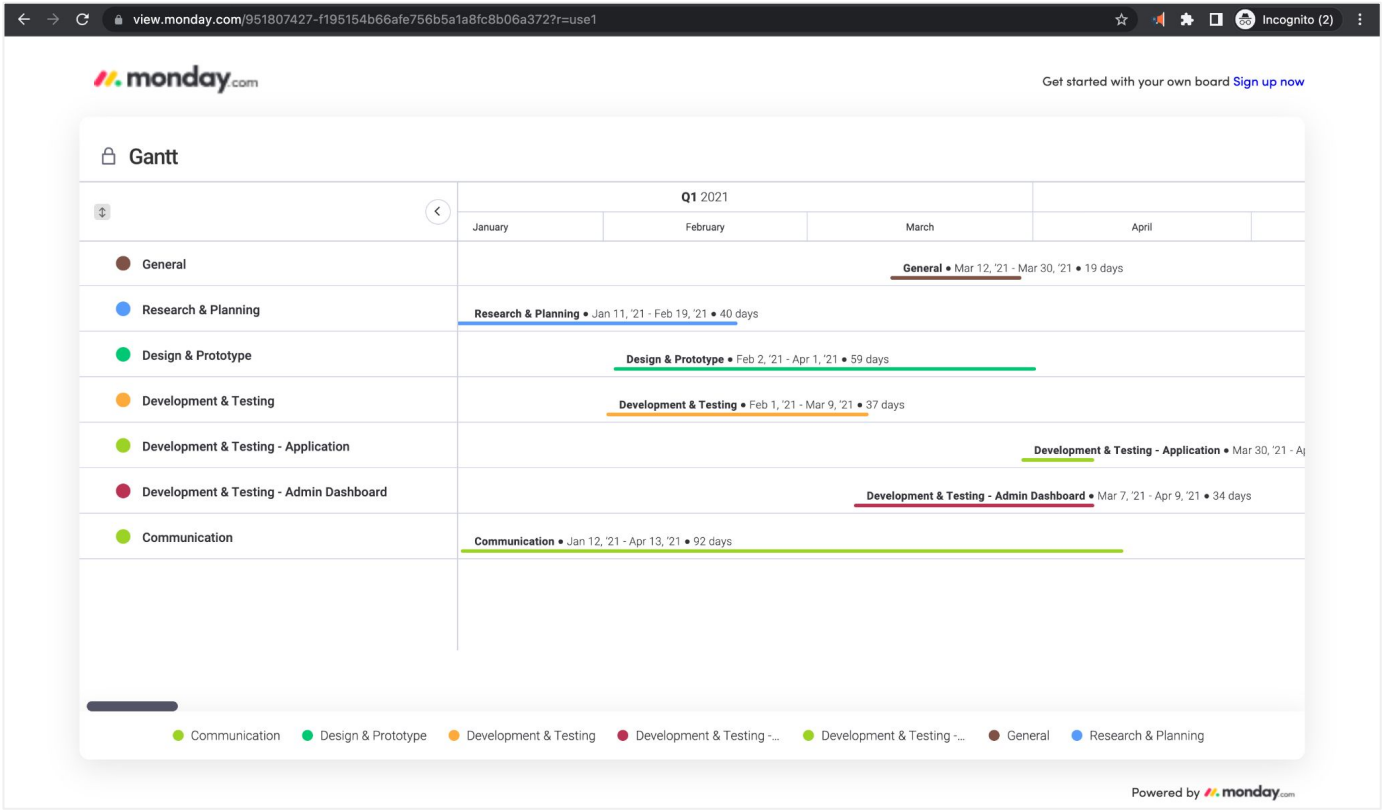
Project Management Tools

Examples



Project Management Tools

Examples



Project Planning

UX Planning vs Overall Planning

UX Project Plan

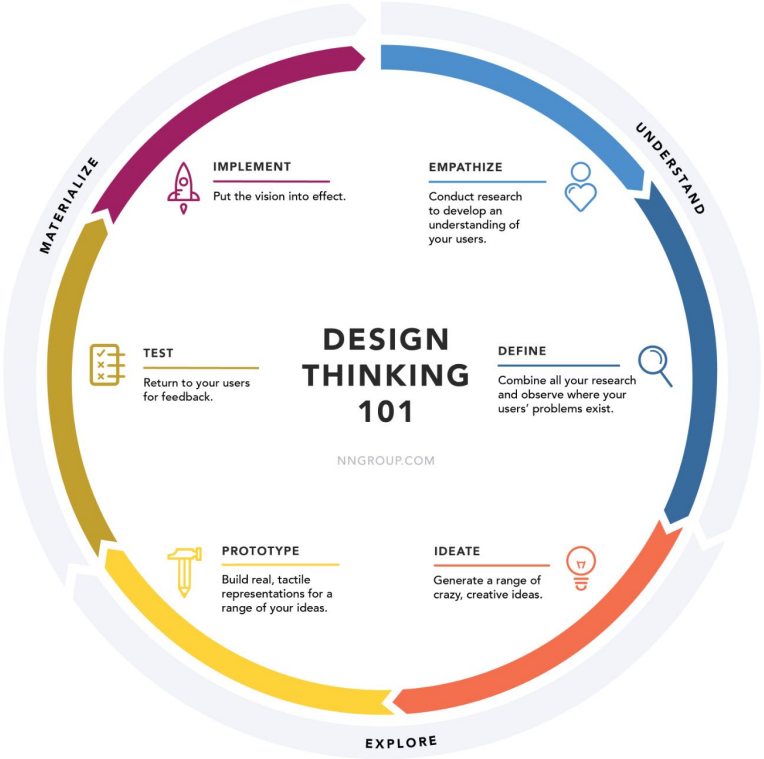
- Owner: UX team
- UX activities only
- Estimates for UX activities
- Primary audience: the UX Team
- How UX work integrates into the overall project plan and timelines

Overall Project Plan

- Owner: project or product management
- Activities across all disciplines involved
- May summarize multiple UX activities into a single item
- Audience: multiple stakeholders across many disciplines

UX Plan in the UX Process

When is the right time for the UX Plan



UX Project Plan

A list of UX activities to be performed

- Brief description
- Expected duration
- Output/deliverable
- Team members involved

A UX Project Plan is a living document!

Duration	Activity	Output	Stakeholders
2 weeks	**User Research** Description/List of activities	Personas	List of people involved
1 week	**Strategy Workshop** Description and list of activities	Vision board Journey Map Design direction	List of people involved
2 weeks	**Initial Concepts** Description and list of activities	Workflow diagram Wireframe mockups Interactive prototype	List of people involved
6-8 weeks	**Iterative Detailed Design** Description and list of activities	Medium and high-fidelity mockups Interactive prototypes	List of people involved
6-8 weeks (concurrent with design)	**User Testing** Description and list of activities	Recommendations for improvements Updated designs	List of people involved

Image: Laura Olac

Product Research

Major project: Week 1 of 9

Major Project

Product research - remainder of the class

Groups of 3-4 students working on the same topic as you
Assign a group member to research the following topics: 1. What competitors exist (digital or otherwise) 2. What similar products exist (service seeker and service provider)
Record your findings in Figma
Share with the group
Submit to Brightspace: membernames_ProductResearch.pdf (frame from Figma)

Submission

Product research

Details on the course website: Product Research

Coming up

Persona Research

Mandatory

Submit your product research