

Introduction	<ul style="list-style-type: none">● Project: Trader Agora(Market Place) App● Stakeholders: Traders & Customers● UX Designer: Saju Mulakkal Joseph● Background Trader Agora is a small B2C search-and-discovery service that provides search results for its users. They want to develop a free, easy, clean, fun end-to-end app that their users can rely on a daily/weekly basis for small, and medium scale group activity planning. Their large business goals are to expand their market, and gain more user traffic to the company.● Research Goals Find out what the competition is – what apps and services do users currently rely on for smaller event and group hang out planning?
Research questions	<ul style="list-style-type: none">● What pain points do they experience that Trader can do better?● What do those services do well Trader should include?● Find out how people make and classify group plans – how do groups of friends/family/coworkers/strangers schedule time together? How do they find and come to a● consensus on the activities they will do? When are group plans formal vs. casual, when does an event get scheduled into a calendar vs. when people just show up?● Find out how users like to find and receive recommendations – how do users like to search for new activities?● What information are they looking for, how do they filter the data they find? How do secondary users like to receive event details once they are created?● Find out who plans events / activities – which users take lead and are responsible for making, maintaining, and following up with all the people for the events?● Why do they do it? Who, if anyone, helps them plan? How do they manage the people in the group – how do they communicate?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Order Placing Time● Order Dropping rate● Average no of errors per user● System Down Time
Methodology	<p>1) User Research: 1:1 Interviews – Create a script to interview target users in person about their group planning habits; draft findings notes and a summary.</p> <p>2) Market Research: Competitive Analysis – detail strengths and weaknesses of direct competitors and related services.</p>



Participants

People who frequently plan small-mid size group events/activities –users who take the lead or significantly help plan events with 1-5+ friends for smaller local activities
Timeline

Script

- 1 Hour to create interview script
- 5 Hours to conduct 1:1 interviews
- 2 Hours to conduct competitive analysis
- 2 Hours to compile and synthesize research data into big picture finding

