

# Westhills Wellness Research Plan & Findings

**Research Plan:** Understanding User Needs for Westhills Wellness

## **Research Goals:**

- Identify user preferences, pain points, and behaviors related to all-natural health and wellness products, specifically CBD and cannabis items.
- Gather insights to enhance the digital experience for different user personas: Health-Conscious Consumer, Wellness Enthusiast, and Pain Management Seeker.
- Align user feedback with business objectives to optimize product offerings and the e-commerce platform.

## **Core Objectives for the Business:**

- Improve customer satisfaction and engagement on the Westhills Wellness website.
- Enhance product selection and customization based on user preferences.
- Increase conversion rates and overall sales through a user-centered approach.

## **Qualitative/Quantitative Research Methods:**

### Qualitative Research:

- User Interviews: Conduct in-depth interviews with a diverse sample of users from each persona group to understand their motivations, preferences, and pain points.
- Focus Groups: Organize moderated discussions with small groups of users to explore perceptions of CBD and cannabis products and gather collective feedback.
- Usability Testing: Invite users to perform specific tasks on the website while providing real-time feedback on usability and user experience.

### Quantitative Research:

- Online Surveys: Distribute surveys to a larger audience to gather quantitative data on user preferences, purchasing behaviors, and satisfaction levels.
- A/B Testing: Implement controlled experiments to compare different website designs or features and measure their impact on user engagement and conversion.

## Questions to Ask

### **Group 1. Athletic Professional**

Demographics: Female, aged 25-35, fitness enthusiast.

#### **Use of all-natural products**

- Can you tell me about your experience using all-natural products like microdoses and topical creams for muscle recovery and skincare?
- What benefits do you expect from using all-natural products for muscle recovery and skincare?
- How important is it for you to use high-quality CBD products that enhance your athletic performance?
- Have you tried any CBD products specifically designed for active lifestyles and quick recovery?
- What challenges have you faced in finding all-natural products that meet your needs for muscle recovery and skincare?

#### **Preference for mobile-friendly e-commerce platforms**

- How often do you shop for wellness products online?
- Do you prefer using a mobile device or a desktop/laptop for online shopping?
- What features do you look for in a mobile-friendly e-commerce platform?
- Have you encountered any difficulties or frustrations when using mobile e-commerce platforms?
- What improvements would you like to see in mobile e-commerce platforms for purchasing wellness products?

#### **Appreciation for detailed product descriptions**

- How important are detailed product descriptions when considering purchasing wellness products?
- What specific information do you look for in product descriptions?

- Have you ever been disappointed by a lack of information in a product description?

- Do you find it helpful when product descriptions include usage instructions and dosage recommendations?

- What would make product descriptions more useful and informative for you?

### **Interest in user reviews**

- How much do user reviews influence your decision to purchase wellness products?

- What aspects of user reviews do you find most valuable?

- Have you ever been deterred from purchasing a product due to negative user reviews?

- Do you prefer user reviews that include personal experiences or those that focus on product effectiveness?

- What improvements would you like to see in the user review section of an e-commerce website?

### **Desire for subscription options**

- Do you currently use any subscription services for your favorite wellness products?

- What benefits do you see in having a subscription option for your favorite wellness products?

- Have you encountered any challenges or frustrations with existing subscription services?

- What features or perks would make a subscription service more appealing to you?

- Would you be interested in a subscription service that offers discounts or exclusive products?

## **Group 2. Senior Citizen**

Demographics: Male, aged 65+, retired

### **Interest in natural health products**

- Can you tell me about your experience with natural health products?
- What specific age-related ailments are you looking to manage?
- Why do you prefer THC/CBD tinctures for pain relief and improved sleep?
- How important is it for you to find products that offer consistent results?
- What other natural health products have you tried in the past?

### **Preference for simplicity and reliability**

- What qualities do you look for in a product to consider it simple and reliable?
- How important is it for you to understand how a product works before using it?
- Do you prefer products with minimal ingredients or complex formulations?
- What features or characteristics make a product easy to use in your opinion?
- How do you determine if a product is reliable or not?

### **Preference for straightforward e-commerce platforms**

- What do you consider to be a straightforward e-commerce platform?
- How important is clear navigation in an e-commerce website for you?
- What specific customer support options do you expect to see on an e-commerce website?
- Do you prefer live chat support or email/phone support?

- What would make you feel more confident in making a purchase on an e-commerce website?

### **Appreciation for discounts and consistent results**

- How important are discounts for regular purchases to you?
- What kind of discounts or loyalty programs do you find most appealing?
- What does consistent results mean to you when it comes to health and wellness products?
- Have you experienced any products that did not provide consistent results in the past?
- What would make you trust a product to consistently deliver the desired results?

## **Group 3. Wellness Enthusiast**

### **Health goals**

- Can you tell me about your health goals and why you are interested in CBD and THC products?
- How do you currently manage stress, improve sleep quality, and alleviate chronic pain?
- What specific benefits are you looking for in CBD and THC products?
- Have you tried any natural remedies before? If yes, what were your experiences?
- What are your expectations from CBD and THC products in terms of effectiveness?

### **Product information and lab testing**

- What kind of information do you look for when considering a CBD or THC product?
- How important is it for you to have clear ingredient information and lab testing results?
- What would make you trust a product more when it comes to its ingredients and lab testing?
- Have you ever had any concerns about the quality or safety of CBD or THC products?
- What would you like to see in terms of product information and lab testing on our website?

### **Website browsing experience**

- What do you expect from a user-friendly website when browsing for CBD and THC products?
- How important is it for you to have informative content about the benefits and uses of different products?
- What kind of information would you find helpful when deciding which CBD or THC product to purchase?
- Have you ever been frustrated by a website's navigation or lack of information about products?
- What features or elements would you like to see on our website to enhance your browsing experience?

### **Personalized recommendations**

- How important is it for you to receive personalized recommendations based on your wellness goals?
- Have you ever received personalized recommendations for health and wellness products before?

- What factors would make you trust personalized recommendations from an e-commerce website?
- What kind of information would you like to provide in order to receive personalized recommendations?
- How would you like to receive personalized recommendations? (e.g., email, on-site suggestions)

## **Research Tasks:**

### Plan and Prepare:

- Define research objectives, personas, and target audience for each method.
- Create interview scripts, survey questions, and usability testing scenarios.
- Set up tools and platforms for data collection and analysis.

### Conduct Research:

- Schedule and conduct user interviews and focus groups with participants from each persona group.
- Distribute online surveys to a broader audience of Westhills Wellness customers.
- Monitor and analyze website analytics to track user behavior over a specified period.

### Analyze and Synthesize Data:

- Compile qualitative insights from interviews and focus groups into thematic summaries.
- Quantitatively analyze survey results and website analytics to identify trends and patterns.
- Identify common pain points and opportunities for improvement based on user feedback.

## **Research Findings:**

### Qualitative Insights:

- Health-Conscious Consumer:

Preference for transparent product information and eco-friendly packaging.

- Wellness Enthusiast:

Interest in personalized product recommendations and subscription options.

- Pain Management Seeker:

Desire for user-friendly navigation to find specific pain relief products.

Quantitative Findings:

- High satisfaction levels with product quality and wants a simple checkout process.
- Majority of users prefer mobile devices for browsing and purchasing CBD products.
- Significant interest in educational content related to CBD benefits and usage.

Actionable Recommendations:

- Create easy website navigation and checkout process
- Expand product offerings based on identified preferences and gaps in the current product lineup.
- Implement personalized marketing strategies and content to enhance user engagement and loyalty.