

Villy Custom_responsive website and brand re-design last updated: 02/27/2020

UX RESEARCH

PLAN

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Stekholders: Villy Custom-owner, George Visan -Product Manager

Background: Villy Custom, established in 2010, provides full customized (in color range not technical) Beach Cruiser bikes. They started to do business locally, in Dallas. Now they are in customers' reach almost nationwide. They collect orders via their website and send, ready to assemble bikes to the closest to the customer bike shop for assembly and customer's pick up. They need well thought out responsive website that makes designing and ordering bikes seamless. The website design should go with company's funky brand style and match with company vision.

Research Goals: 1. Understand the pain points for customers when they make online purchase: big size/expensive and

customized things 2. What customers need to feel online purchase of bike is safe 3. Recognize how user would like to see an online tool for bike design 4. Analyze competitors to find areas for improvement and areas where Villy Custom can differentiate itself

from other

Methodologies:

1. Competitive analysis 2. Secondary research about industry trends and consumer behavior 3. 3-5 personal interviews for in-depth qualitative data

Participants:

will be aged 17-30

- Individuals who have experience with buying bikes
- Individuals who like to have customized things, like to differentiate themselves
- Individuals who have had experience with customization, while buying things online

Timeline: Day 1st, (Monday 02/24/2020)

Competitive analysis + industry research

Write interview questions + script Schedule

interviews

Day 2 (Tuesday, 2/25/2020):

Conduct + synthesize interviews

Day 4 (Wednesday, 2/26/2020): Conduct + synthesize
interviews synthesize findings into a Persona and
Empathy map