

GroupMe Research Plan

Problem Statement

GroupMe needs to know more about its users to determine if their ideas for new features are viable and ensure that their product is easy to use and free of bugs.

Background

[GroupMe](#) is a group messaging application that started in May 2010, as Grouply, which experienced exponential growth in its first three years. The application is available on both Android and iOS mobile devices as well as desktops. In 2011 GroupMe was acquired by Skype, which had been acquired by Microsoft a few months earlier. GroupMe boasts 10.75 million users per month. GroupMe aims to sustain exponential growth.

Research goals

The goal is to determine the viability of the application in its current state and determine if new features would be beneficial.

The targeted users for this study will be coaches, affinity/social groups, educators, and event planners.

- Obtaining the Right Users
 - Contact Schools
 - Reach out to Fraternities and Sororities
 - Seek local event planners
 - Join similar groups on Reddit

The research findings will allow us to provide recommendations to fix any problems uncovered by users.

- Understand how users currently use the application
 - Purpose of use
 - Duration of use
 - Frequency of use
- Understand what works well with the current application
 - Enjoyable features
 - Preferable user flows
- Identify competitor applications
 - Similarities with competitors
 - Differences with competitors
 - Features that could improve GroupMe
- Evaluate pain points that users are experiencing with the application
 - Disagreeable features
 - Areas to improve

Baseline Assumptions

- Users are unhappy with the features or lack thereof of the current application.
- New features will be viable.

Deliverables

Research report

- Insights from Competitive Analysis and Industry Research
- Metrics of pain points
- Metrics of desired new features

Presentation Deck

Approach

Methodology Which research methods will you use to answer your key questions?	Competitive Analysis Industry Research In-depth user interviews <ul style="list-style-type: none"> • Identify current use case • Identify features they enjoy • Identify pain points • Identify user's ideal app Surveys <ul style="list-style-type: none"> • Identify desirable new features
Study Design	Moderated Unmoderated
Session Flow	Introduction Discussion Guide Questions/Observations <ul style="list-style-type: none"> • How do you use GroupMe? <ul style="list-style-type: none"> ◦ Are you an administrator for your group? • How often do you use GroupMe? • What issues do you encounter while using GroupMe? <ul style="list-style-type: none"> ◦ Walk me through how this issue presents a problem for you/your group. ◦ Follow-up questions dependent on user response • What features do you wish GroupMe had? <ul style="list-style-type: none"> ◦ How would this feature impact your use of GroupMe? • If you had an unlimited budget, in a perfect world, how would you modify the current GroupMe app? User Questions/Feedback Thank you
Key Metrics	Customer Age Groups Willingness to Pay Technology Adoption Usage Intention Net Promoter Score Customer Satisfaction Score

Participants How many people do you want to connect with?	10-15
Incentives How (and how much) will you be compensating participants?	Depends on the research budget If available, \$25 gift card per interview
Length How long will your sessions be?	45 minutes

Approach & Timeline

Date	Action items
Week 1	Preparing & Recruiting
Week 2	Conducting
Week 3	Conducting
Week 4	Analysis/Compile Findings
Week 5	Prepare and Refine Deliverables

Prioritizing Findings

The findings would be prioritized in the order below. This would prioritization would support what the competitors are doing that GroupMe isn't, any pain points the current users are experiencing to highlight the importance of improving the current app design and the gauge viability for new features in conjunction with the key metrics of the current users.

- Competitive Analysis - to determine similarities and differences
- Pain Points - to improve the current app
- Ideal App/New Features - to support the viability of new features