

# Research Plan

A research plan helps us identify key areas we want to investigate further.

|                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <b>Vegan Mario's Research</b><br>RESEARCH PLAN   PREPARED BY: Jonathan Wilcox   6.28.22 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Goals</b>                                                                            | From this research, I want to learn the following: <ul style="list-style-type: none"><li>• What draws users to order from the website</li><li>• What path do users take to order Vegan Mario's bread</li><li>• What pain points do users run into when ordering from <a href="https://gfmario.com/">https://gfmario.com/</a></li></ul>                                                                                                                                                                                |
| <b>Target Audience</b>                                                                  | Individuals within the age range of 30-75.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Research Method</b>                                                                  | User Interviews <ul style="list-style-type: none"><li>• I chose this method to allow interviewees to expand upon their experiences with online ordering from e-commerce websites.</li></ul> Card Sorting <ul style="list-style-type: none"><li>• I chose this method to better organize the Information Architecture of the site</li></ul> Pluses & Deltas <ul style="list-style-type: none"><li>• I chose this method as a capstone to end interviews on to encapsulate user reflections in a tidy fashion</li></ul> |
| <b>Recruitment</b>                                                                      | <ul style="list-style-type: none"><li>• Recruiting method:<ul style="list-style-type: none"><li>○ Vegan Mario's customers</li><li>○ Acquaintances</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                 |
| <b>Timeline</b>                                                                         | June 28, 2022 - July 2, 2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

# Discussion Guide

## Discussion Guide



Prepared by: Jonathan Wilcox | 6.28.22

### 1. Objective

- To understand the e-commerce experience of ordering products and services from Vegan Mario through his website.

### 2. Introduction

- Hello! My name is Jonathan Wilcox, UX Designer and UX Researcher.
- I am conducting research to better understand the process of ordering products and services from Vegan Mario through his website.
- For this interview, I would like to ask a few questions about your past experiences with online ordering
- “Is it OK to record this interview?”

### 3. Framing Opening Questions

- First, please state your name, age, and job title.
- What is your go-to website for ordering food products?
- What do you most like about the website?
- How do you usually access the website?
- Once you have accessed the site, how do you typically find products?
- Please tell me about the last time you discovered a new product online.

### 4. Specific Questions (Prepare these ahead of time to ensure consistency across interviews.)

- First, please find Vegan Mario’s website in your browser.
- What is the first thing that catches your eye?
- How does the website make you feel?
- What is one element about the website you like?
- What is one element about the website that could be improved?
- Directive 1:
  - Please find and place “Super Clean Gluten-Free Pancake and Waffle Mix” in your cart
  - What path did you take to get there and how easy was it to complete the task?

- Directive 2:
  - Please find and place 3 “California Brown Rice Sourdough Loaves” in your cart.
  - What path did you take to get there and how easy was it to find?
  - How much will the loaves cost before shipping and tax?
- Directive 3:
  - If you want to be added to VM’s email list, how would you do that?
- Directive 4:
  - Find a Vegan Mario’s gift card and add it to the cart.
  - What path did you take to get there and how straightforward was it to find?
- What pain points or challenges did you experience with VM’s website?

**5. Final Thoughts** (Give the interviewee a moment to wrap up their thoughts.)

- What else do you want to share on this topic that I have not asked?
- Card Sorting

**6. Follow Up & Next Steps**

- Thank you kindly for your participation in this research.
- The information you provided me with will be helpful in determining ways to improve the process of helping users create custom sleep routines. I will be adding the information you provided me with to synthesize data on how to improve people’s sleep.
- If I have future questions, may I reach out to contact you again?
- If you have additional questions or would like to add any future thoughts about this topic, feel free to reach out by phone to 805.453.1223 or email me at jonathanswilcox@gmail.com

**Notes**

[Link to interview notes](#)

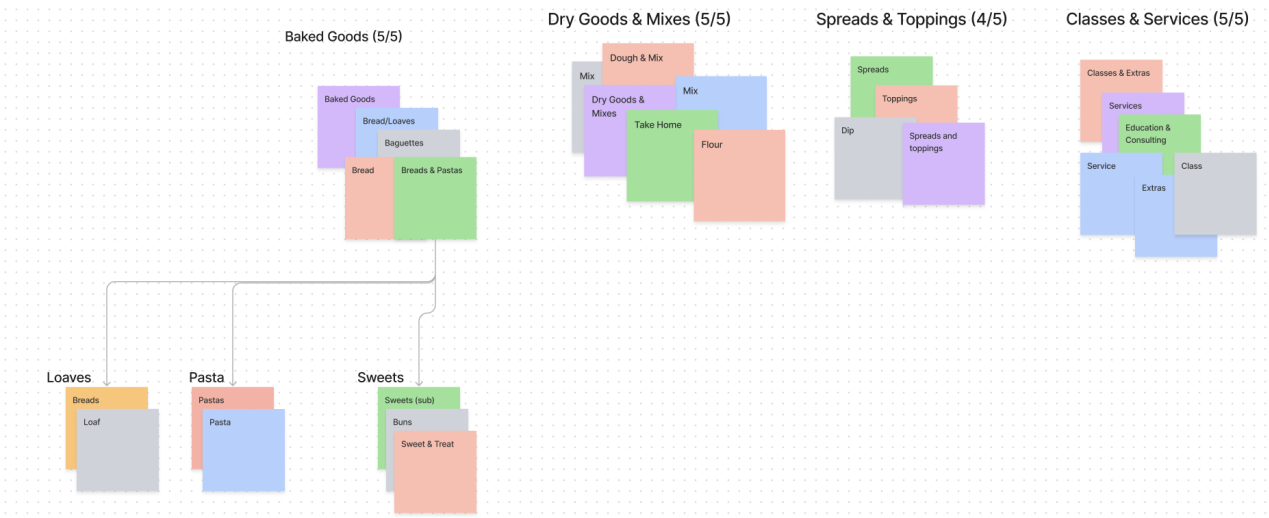


# Card Sorting

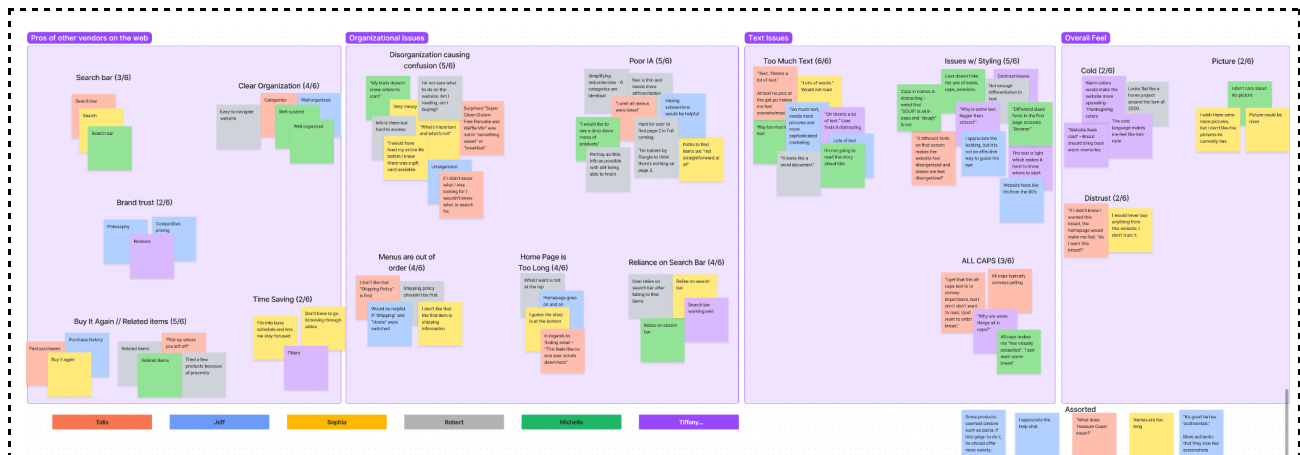
[View Card Sorting Results](#)

## Noticeable groupings

- Baked Goods & Pastas
  - Loaves
  - Sweets
  - Pastas
- Dry Goods & Mixes
- Spreads & Toppings
- Classes & Services
- About us



# Affinity Mapping



[View Affinity Map in Figma](#)

**Noticeable trends** (Write them using “I” statements.)

- “I am confused by the website’s disorganization.”
- “I find the menus to be out of order.”
- “I’m not going to read the home page, it’s too long.”
- “I find the Information Architecture of Vegan Mario’s website to be out of order.”
- “I find I’m reliant on the search bar because I can’t navigate the website effectively.”
- “I can’t handle all the text and issues with text styles on the homepage.”
- “I find this website feels cold.”
- “I don’t trust this website.”

# MoSCoW



- **Must have:**
  - Homepage
  - Clear IA
  - Search
  - Create account
  - PLP
  - PDP
  - Reviews
  - Filters
  - Ingredients
  - Personal brand story
- **Should have**
  - Email list
  - Awards
  - Breadcrumbs
  - Remember past purchases
- **Could have:**
  - Find a vendor
  - Suggest items
  - Featured items
  - Responsive design (don't need to worry about for this project)
  - Social media
- **Won't have:**
  -



# Interview Synthesis

## The three most memorable points from your user interviews:

1. The lack of clear organization makes the website hard to navigate.
2. Users are put off by the massive amount of text when opening the website. The lack of a clear style guide is also confusing to users and makes the site hard to read.
3. Users have difficulty trusting the website due to the outdated and disorganized look.

### Behaviors

*What steps do my audience take?*

- Recoil when opening the site due to amount of text
- Become frustrated when they struggle to find specific items
- Use search function to target specific items due to lack of being able to find products through navigation
- Do not browse
- Do not read homepage
- Become distracted by varied font styles
- Give up if they can't find specific items

### Quotes

*What is my audience saying?*

- "My brain doesn't know where to start."
- "Text. There's a lot of text."
- "It looks like a word document."
- "Why are some things all in caps?"
- "All caps makes me feel visually assaulted". "I just want some bread."
- "Paths to find items are not straightforward at all."
- "I would live my entire life before I knew there was a gift card available."
- "Website feels cold."
- "If I didn't know I wanted this bread, the homepage would make me feel, 'do I want this bread?'"

### Likes

*What's happening with my audience and category more generally?*

- Search bar
- Testimonials
- Awards
- Chat bubble

### Dislikes

*What is stopping my audience from further engagement?*

- All caps text
- Lack of contrast
- Poor UI and IA
- Cold feeling of the website
- Disorganized navigation
- Low quality photos of product
- Lack of being greeted by products



# Usability Testing



## Usability test:

- “Please find and purchase a California Brown Rice Sourdough Loaf and store credit in one purchase.”
  - 3/3 participants successfully completed activity.
  - Valuable feedback:
    - Phone # was too small on  $\frac{2}{3}$  users’ screens
    - 1 user was clicking outside the drop down menu to make it go away, which suggests that would facilitate navigation
    - One user struggled to read the current “Vegan Mario’s” logo
    - Subtotal is off for CA Sour and Gift card (Fixed)
    - Shipping not auto-updating with different options
    - Discount code doesn’t say what the discount is, so “10% off” was added
- “Please locate and purchase one Medicinal Chaga Loaf and then use the search function to find Crazy Cashew Cream Cheeze to purchase together.”
  - All participants successfully completed task without aid.
  - Valuable feedback:
    - $\frac{2}{3}$  users found the “Description” text was hard to read and could be larger
    - “I would start with the biggest font that makes sense and is reasonable, and make it smaller from there.”
    - User noted for the selected region that “Next Day Air” would be just as fast as Ground
    - Users noted the checkout page looks well organized, but there is gapping on the “Subtotal”, “Tax”, and “Shipping” sections
    - $\frac{2}{3}$  users were unsure if the header “Classes & Services” included gift cards, so it was changed to “Classes & Gift Cards”
    - Drop down in Global header was not popping down on “THANK YOU” page, which has been fixed

