

User Research Plan - Mirror

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Stakeholder : Mirror Owner

Problem

- Mirror has a very outdated logo that they are looking to re-do
- Mirror is very successful offline but no online platform
- Mirror has plenty of remaining inventory in their warehouses that are very difficult to move if there are only a few pieces left, for which online selling would be a solution

Background

Mirror started back in 1994 as a clothing store targeting a budget-minded audience who looked for low-cost clothing for any occasion. They are a very big clothing store chain for both kids and adults. They also have different styles- casual, business, sporty, party, and formal. Their main goal is to make any type of clothing accessible to everyone. They have over 400 stores around the world in 32 countries. They want to expand the business digitally and rebrand their logo to be modern and neutral enough to attract all types of people and styles.

Research Goal

We want to know what drives customers to shop online in the modern world so that we can compete in the digital market space and provide them with the best online shopping experience.

Research Objectives

1. Understand the reason why customer prefers online instead of brick and mortar
2. Understand how to make competitive and successful clothing website
3. Acknowledge the pain point process of shopping online
4. Learn customer behavior when they are shopping online
5. Understand the type of brand image is attractive in the market

Research Questions

1. What makes people shop online instead of in store?
2. Why do they choose particular websites to shop?
3. What is the most pleasant aspect they enjoy shopping there?
4. What frustrates them most when they shop online?
5. What kind of brand image is attractive in the clothing industry?

Methodologies

- User surveys - to distinguish what customer demands and needs when they shop clothing online
- User interviews - to hear from users first hand their stories of how the ideal shopping experience they would like to have, obstacles they face and additional feedback about extra details.
- Competitor analysis - to be fairly competitive in the market, it is necessary to know what other companies can offer for customers.
- Secondary research - to understand the latest trend in clothing online shopping space.

Participants

- People who currently are Mirror customers
- People who love shop clothes online
- People who hate shop clothes online
- Age : 16 - 50 years old
- Gender : Male and female
- Number of participants : 4 (interview), 20 (survey)

Assumptions/Risks

- Finding targeted participants with various demographics might be difficult within the time limitation.
- Finding an objective perspective for in store experience during pandemic can be challenging and it is considered not safe.

Timeline

- User surveys - 2 days
- User interviews - 2 days
- Competitor analysis - 2 - 3 days
- Secondary research - 2 - 3 days