

Research Plan: iOS Discovery

Objective

We want to learn how members are currently using the app, what they wish they could use the app for, and any pain points they are experiencing, to create a better iOS experience for them.

Intended impact

We will leverage findings from this research to make recommendations for the iOS 2023 roadmap.

Business impact

66% of member base are now using mobile, which is a higher percentage than ever before. As a business we should make sure we are keeping up with the times and create more mobile first experiences.

Research Methods

- Member Interviews
- FSV Research Review
- Heuristic Analysis & Heap Analytics
- CSAT Review (from CI)
- Ideation Workshop for iOS

Timeline

Total: 3 Weeks

Schedule & Conduct Member Interviews: 2 weeks

Ideation Workshop & Heuristic Analysis: 1 week

Readout: End of week 3