

UX RESEARCH PLAN

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Stakeholders: Jaroslaw Giero – company founder– Product Manager

Background: Placematic is an expert in the field of building innovative solutions that use and integrate spatial information to improve the efficiency of business processes.

They provide solutions in geomarketing, geocoding, WebGIS, GIS software, mobile GIS as well as digital data and maps. They are an official reseller of HERE Maps API solutions. They need to thoughtfully, easily to navigate and more visually aligned with brand responsive page, where potential customers will be able to find all the necessary information and get a good understanding of the products/solutions and what value potentially these products/service can deliver to them. They need to improve on-site SEO, too.

Research Goals:

1. Become familiar with page content (website focus, workflow, content, and features)
2. Understand the project from the stakeholder's perspective and identify how they define success
3. Who are the users – understand user's world, learn more about their challenges
4. Get the knowledge about technology will be used to build this webpage
6. Identify the strengths and weaknesses of direct and non-direct competitive solutions

Methodologies:

1. Webpage content audit
2. Preliminary investigation of the client's field and non-direct competition
3. Stakeholder interviews (about research that was already done inside organization, uncover what each stakeholder values most about website redesign project)
4. Personal interview with potential users

Participants:

- Stakeholders (from business, marketing, product, sales and operations, engineering, IT and development)
- Individuals (aged 35–50)

Timeline:

Day 1st – Company webpage and clients' field analysis

Write down and analyze all pages content, check out competitor's pages

Day 2nd – Stakeholders interviews, potential users identification

Conduct + synthesize interviews

Day 3rd – Personal interviews with potential users

Synthesize findings into a pattern

Day 4th – Analysis of existing web designs solutions for companies whose business is to offer a service

Synthesize findings and identify the strengths