

Sean's Legacy - Phase 2
Research Road Map

Week	Goals	Date
Pre-Kickoff	<ol style="list-style-type: none"> 1. Define research needs & research strategy (matching system, verification, new features) 2. Roles and responsibilities 3. Define cadence for communicating post-kick off 4. Define the scope of phase 2 	
Week 1: Generative - Competitor Analysis	<ol style="list-style-type: none"> 1. Competitor analysis for phase 2 features: maximized matching, vetting process, accept/reject mentees, direct messaging (if time down the line) 2. Analysis focus: safety, mentorship matching, booking logistics, how it accounts for LGBTQ+/youth 3. Ask design, product, project etc to add wants to the UXR Wishlist (e.g., to inform our discussion guides) 4. Determine user criteria for Mentor and build screener survey 5. Schedule interviews 	Sprint 1: Hegazi
Week 2: Generative - Discussion Guide, Screening Criteria, Recruitment Mentor	<ol style="list-style-type: none"> 1. Brainstorm on mentor questionnaire for maximized matching 2. Gather feedback from Design, Product, and Project Lead to identify if discussion guide answers their questions and goals 3. Recruit users for interviews 4. Draft user interview questions 5. Conduct user interviews 	Sprint 1: Hegazi
Week 3: Generative - User Interviews, Data Synthesis and Analysis Mentor	<ol style="list-style-type: none"> 1. Recruit targeted users 2. Conduct user interviews 3. Synthesize participant data into Figjam board 4. Collect insights, quotes, and themes from user interviews 5. Collect notes from notetakers 6. Anonymize personal data 	Sprint 2: Miss Major
Week 4: Generative - Affinity Mapping Mentor	<ol style="list-style-type: none"> 1. Continue User Interviews 2. Coding Interviews 3. Analyze all participant data through affinity mapping on Figjam to identify: <ul style="list-style-type: none"> • Needs • Mental models and attitudes • User quotes • Expectations • Negative and positive experiences • + any other theme that pops up or anything else related to our discussion guide topics 4. Recommendations, Considerations, and/or How Might We questions (HMWs) 	Sprint 2: Miss Major

	5. Persona creation 6. User stories 7. UXD1 Usability Testing Prep	
Week 5: Affinity mapping, Interview insight report, Usability Testing preparation	1. Finish Affinity Mapping 2. Deliver insights to design team 3. Persona Creation 4. User journey/flows (?) 5. Prepare for usability testing by: <ul style="list-style-type: none"> • Drafting questions for prototype flow • Get familiarized with usabilityhub platform 	Sprint 3: Matthew Shepard
Week 6: User Stories, Content Writing, Usability Testing preparation (unmoderated; Flow 1)	1. Finalize Persona 2. Assist UXD2 on flows (?) 3. Finalize screening requirements and test questions 4. Launch test on UsabilityHub	Sprint 3: Matthew Shepard
Week 7: Evaluative - Usability Testing: Unmoderated Analysis & Moderated Setup Start UXR Handoff Doc	1. Review unmoderated test responses and affinity map as a team 2. Share findings to Design team 3. Prepare for moderated testing: <ul style="list-style-type: none"> • Discussion guide • Schedule usability test sessions 4. Workshop video	Sprint 4: Kasha Jacqueline
Week 8: Evaluative - Usability Testing: Moderated & Unmoderated	1. Conduct usability test interviews 2. Finalize recommendations for Design 3. Finish writing for UXR Handoff 4. Implement feedback for UXR Handoff 5. Analyze moderated tests 6. Report results to design team 7. UXD1 Unmoderated Usability Testing (no results)	Sprint 4: Kasha Jacqueline