UX Research Plan Template

Use the following 10 headers as the basis for your research plan. Review the notes below for ideas about how to use each section. (Be sure to delete the comments from your final research plan.)

1. Title: Group Travel App UX Research Plan

2. Author and stakeholders:
Taylor Oenick, UX Researcher, taylor.oenick@gmail.com

3. Date: 3/7/2022

4. Background:
As groups of people are starting to travel again after the pandemic, they'll encounter new challenges and tools that can complicate the planning process. We want to understand the challenges they face specifically during the planning phase of traveling in a group. Our team wants to address the inefficiencies of planning a vacation in a group chat and create an app where all of the information can be gathered and referenced easily. Our intent is to create a solution to address those communication issues and provide a pleasant group travel planning experience.

5. Goals:

Our goal in conducting this research is to assess the process of how people make plans when traveling in a group, and discover their biggest challenges to create a solution for better coordination and communication among the group.

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6. Research questions:

1. What travel information needs to be prioritized on the platform?
2. What integrations would be advantageous to users?
3. What elements do we need to better help planners disseminate information to their travel companions?
4. What types of plans do users want to organize before the trip?
5. What frustrations do planners have when trying to confirm plans with their travel companions?
6. What information do non-planners need to reference?
7. How can we differentiate tentative plans and definitive plans in a trip schedule?
8. What accessibility features would improve users' experiences?
9. How can this product be useful during the trip or after the trip?

7. Methodology:

User interviews will be conducted to collect qualitative and quantitative data from research participants. Interviews will be conducted in person and recorded to later transcribe with the interviewer's notes. A survey will be compiled from the interview questions and dispersed via Facebook and Instagram. Data collection will last for 4 to 5 days, to better form a user persona.

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8. Participants:

Our ideal participant is someone who travels in groups often, whether that be with their family, friends or for work. We suspect our participants will fall into two primary groups - those who are heavily involved in planning and those who are not. The former will help us understand what features will be most useful in the planning stages, and the latter will help us understand what travel information and plans need to be highlighted for ease of reference.

The Planner -	The Procrastinator -
• Organized • Eager • Well researched • Wants group members to weigh in and confirm plans quickly	• Easy going • Slower to book and confirm plans • Wants only the necessary information and quickly

9. Schedule:

3/1/22- We started recruiting our interview participants
3/2/22 to 3/4/22- The interviews will take place
3/7/22- Results will be reported

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10. Interview Script:

Intro/Personality Questions:

- Name and Age?
- What apps and websites do you use most frequently? For work and leisure
- Do you use a planner?
- Do you use the notes app or any list keeping tools/apps?
- How would you identify between:
    - Type A and Type B?
    - Planner or procrastinator?
    - Thorough itinerary or go with the flow?
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Basic Travel Questions:

- How often do you travel?
- How does traveling make you feel?
- **How does the planning process make you feel?**
- How far in advance do you typically plan your travel?
- **What types of plans do you like to have organized before the trip?**
- Do you normally travel solo or in groups?
- Walk me through the process on how those group travel plans are made.

Group Travel Questions:

- When traveling with a group, how much of the planning do you usually take on?
- **What are some of the challenges you encountered during that experience?**
- **How do those challenges change as the group size increases?**
- What tools or apps do you currently use to make your travel plans?
- **What tools and apps do you use during your travels?**
- What do you like and dislike about these tools?

Product opportunity questions:

- How likely would you be to use an app that helps coordinate group travel?
- Do you have any reservations about using this app or any new app?
- **Does this remind you of any other apps?**
- What features do you think could be useful? Do you have any suggestions/ideas…