

Research Plan for FaviconGen(Team 61)

Idea brief: (A platform that allows users to generate favicon - both icon and related codes to embed)

Client: Zuri

Role: Product Designers

Research Background

Favicons, meaning “favourite icons,” are small graphics displayed beside URLs in browser tabs, search results, history archives, and bookmark lists. Favicons are often sized-down logos, and while tiny, they increase brand awareness and improve user experience. Because of its benefits, Developers and other users tend to generate favicons for the sites they build, hence we are fixated on making their experience near perfect.

Problem Statement

Understand how favicon generation websites can be more user friendly and candid pain points of users, and use that to make their experience better.

Research Objectives

1. Understand how people use favicon generator websites and their experiences.
2. Understand how people use favicon generator mobile sites and their experiences.
3. Uncover biggest pain points of using both web and mobile site and
4. Uncover user expectations and benefits when using both web and mobile sites.

Research Questions

1. How do users use Favicon generator web and mobile sites?
2. Why do users use Favicon generator web and mobile sites?

3. What are the biggest pain points users face when using Favicon generator web and mobile sites?
4. What are the biggest benefits of using Favicon generator web and mobile sites?
5. How can a favicon generator site support users' careers aid them achieve set goals?

Approximate Timeline

Research start date: Wednesday, July 20th

Research plan creation and review: Thursday, July 21st

Interviewing begins: Friday, July 22nd

Interviewing ends: Tuesday, July 26th

Synthesis begins: Wednesday, July 27th

Synthesis ends: Thursday, July 28th

Report presentation and submission: Saturday, July 30th

Methodology

Every team member will interview at least a user via WhatsApp or any preferred social media platform or physically as well. We will use the interview script as a guide and ask follow up questions based on the answers of the users.

There will be 10-15 participants including:

- Male or Female frontend developer/web developers.
- Who has made use of at least one (1) favicon site, either web, mobile or both.
- Plus; Who has generated more than four (4) favicons

To recruit participants, we will reach people who are front end developers via social media or physically.

Screening questions

1. Have you used a favicon generator site(favicon.io, favicon.cc etc.) before?

A. Yes

B. No (Screened out)

2. How many times have you generated a favicon?

A. 1-3 (Screened out)

B. 4 and above

Interview Script

Introduction

Thank you for participating in this research study. We are working on a project that involves understanding how favicon generator websites can be more user friendly and the struggles and candid pain points of users, and using that to make their experience better amongst other talking points. We would love to hear about your experience(s), so we would be asking you a series of questions.

This interview will last a maximum of thirty minutes. However, if you wish to take a break or leave, you are absolutely free to do so. Also, this interview is not a test of knowledge on any subject matter. There are no wrong answers so please feel free to express yourself.

Do you have any questions before we start? If you don't, with your permission we can begin.

Section 1: Creating rapport (Generic Questions)

- What led you into tech, front end/web development in particular?
- As a Front end/Web Developer, how many projects have you worked on?
- Do you have friends in Tech; front end/web development in particular?
- How often do you use favicons?

- Ever ever generated a favicon? If yes, on mobile or desktop?
- Did you generate it with an image or text?

Section 2: Key/Specific Questions

- Have you used more than one favicon generator site, if yes, share your experience with both(highlighting pain points and benefits from both) ?
- If you can get more value from a website when you sign in/register, do you mind signing in to enjoy the benefits, if yes/no, why?
- Do you use mobile sites too?
- Have you ever changed your mind halfway into a favicon generator website because of bad UX? What bad UX was that?
- What favicon generator website will you NOT recommend to your enemy, and why?
- Do you share favicons with acquaintances or colleagues?

Section 3: Finding out pain points

- What frustrates you the most when using favicons generator sites, can it be improved upon?
- What limitations do you encounter when generating a favicon?
- Describe your worst experience when using a favicon site?

Section 4: Finding out Benefits

- What rating would you give your current favourite favicon generator site?
- What is/are your favourite feature(s)?
- What do you dislike about these product(s)?

- Are there any features you think they should have which they don't?

We really appreciate this opportunity. Thank you for giving us time to helping us build a better product. If you have any questions, comments, or enquiries, feel free to contact us. Have a nice day!