

UX Research Plan

<p>1. Background/Context</p>	<p>Ruminate wants to create a web based transaction platform, “Feedback”, that: (1) Enables food producers(i.e. cheese makers) to conduct product research and development online (2) Connect food producers to relevant evaluators based on matching criterias(i.e. geography) to help them test and validate their products to expand to new markets.</p> <p>Ruminate envisions the platform to be <i>convenient, comprehensive, consistent, and iterative</i> to meet the producer’s feedback needs by making the process clear and transparent.</p> <p>Business Strategy: Use of technology for food producers enabling them to R&D at a reasonable cost and reach new markets and customers.</p> <p>Context: United States</p>
<p>2. Research objective</p>	<ol style="list-style-type: none"> 1. To understand current and potential user’s(producers and evaluators) their experience with evaluations tools and processes 2. To understand user’s pain points, needs, and goals(onboarding, matching, connecting and providing feedback/iterating on feedback) when requesting product evaluation(producers) and making evaluations (evaluators) 3. Validate product must-haves assumptions with stakeholders to ensure alignment of business/product goals to help with design of the platform
<p>3. Main research question</p>	<p>Phase 1: What were stakeholders’(producers, evaluators, Ruminate team) experience with the evaluation process(pilot version)Ruminate?</p> <ul style="list-style-type: none"> • How is the product evaluation process -onboarding, matching and getting product evaluations? • What has been the experience thus far for conducting evaluations(producers and evaluators)? • What support, instructions, or next steps do the producers/evaluators expect to have after receiving/creating the feedback? • What assumptions(i.e. User problems) where made when developing the product must-haves? <p>Phase 2: What are stakeholders’ experiences with the preliminary design (usability test of mid-fidelity wireframe)</p> <p>Phase 3: Does the platform meet the needs of its users usability(high-fidelity)?</p>

4. Sub-questions	<ul style="list-style-type: none"> • How do producers/evaluators feel about the current evaluation form? • How do producers feel about the evaluation report? • How do users want to learn a new platform? (Video? Gifs? E-learning with interactive quizzes? Built-in tutorials/tips?) • What are producers'/evaluators' experience with the evaluation process? • What are evaluators' experience with multiple evaluation processes? • What has been the challenge in the user experience with the pilot version (Ruminate) and how can we best meet the need?
5. Data Gathering	<p>Data Gathering Primary Research Methods</p> <ul style="list-style-type: none"> • Phase 1: Online face-to-face in-depth interviews with producers (#5) and evaluators (#5) • Phase 2: Moderated Usability Testing (producers: #5 and evaluators #5) • Phase 3: Moderated Usability Testing(producers #5 and evaluators #5) <p>Participants Current cheese producers and evaluators (cheese retailers, distributors) who have gone through the offline and or pilot evaluation process</p> <p>Data Analysis</p> <ul style="list-style-type: none"> • Phase 1: Codes & themes • Phase 2: Codes & themes • Phase 3: Quantitative techniques
6. Recruitment	<ul style="list-style-type: none"> • Phase 1: Ruminare Client networks • Phase 2: Ruminare Client networks • Phase 3: Ruminare Client networks
7. Budget & timing	<p>Client indicated no cost should be incurred but team can potentially offer \$25 per interviewee ~\$ 250 per phase</p> <p>Phase 1: July 5- July 15, 2022 Phase 2: July 11-July 15, 2022 Phase 3: July 15- July 23, 2022</p>

8. Deliverables/formats	<ul style="list-style-type: none">• User journey map• Empathy map• Persona• Priority matrix• Infographics (tables, pie charts, summaries)
9. Out of scope	<ul style="list-style-type: none">• Testing the idea with businesses and evaluators based out of the U.S.• Competitive/comparator analysis• Iterating on feedback platform beyond the time limit of the project