

# UX Research Plan

UXO720 UX Design / Katerina Urmet

## **Project topic: Women in Charity Activity**

**Problem statement:** How might solutions specifically empower female-identifying donors, inspiring gender equity across the giving ecosystem in the UK?

**Stakeholders:** charities, female-identifying donors, government, local community, ones in need.

## **Objectives:**

- Learn at what times users interact with charity.
- Understand motivation - why users return/or not to charity activity.
- Discover what charity products/services users are using.
- Uncover any pain points or challenges users find when navigating within the charity process.
- Measure user interest in charity and identify potential new features.

## **Research methods:**

- Ethnographic study – user interview
- Contextual enquiry – observation
- Competitive analysis
- User journey test
- Usability test

**Participants:** female-identifying donors, age 20-26, located in the UK, Bournemouth.

**Sample size:** 5 participants

**Presentation of findings:** via video presentation and CRJ

## **Deliverables:**

- A persona
- A case study
- A user experience solution that empowers female-identifying donors and inspires gender equality when contributing to charity.

**Deadlines (see the planning document below):**

- User interview – 9/12/2024
- Persona – 9/12/2024
- Contextual enquiry – 16/02/2024
- Competitive analysis – 16/02/2024
- User journey test – 30/02/2024
- Low-fidelity prototype – 11/03/2024
- Usability test – 15/03/2024
- A case study – 25/03/2024
- High-fidelity prototype – 8/04/2024
- Video presentation – 19/04/2024

**Results presentation by 19/04/2024:**

- High-fidelity prototype
- A case study

**Scenarios:**

1. 1-1 ethnographic interview, starting with screening questions and signing the consent form.  
Duration: 20 minutes

Screening interview question:

- Have you ever been taking part in a charity activity?
- How old are you?
- Will you agree to participate in a named study that aims to measure and identify motivation and possible bias in the process of donation?

Ethnographic study questions:

- When was the last time you interacted with a donation process?
- What was the reason for that? / Why did you choose this charity?
- Tell me about your experience: in which way did you donate? how long did it take you? what did you have to do to donate?
- How often did you donate during the past year?
- When you donated before that, was it the same type of donation or you had a different experience?
- What is the best way for you to donate?

- Would you repeat the donation the way it was done before and why?
  - How often do you feel the urge to donate?
  - How the donation process is normally initiated (by you, by an advert, etc)
  - How easy and how satisfying was the donation process for you?
  - What do you get out of the donation experience, how is it beneficial for you personally?
  - If you look back, what did you feel was missing in your experience, if anything?
  - Do you see any other ways to donate that would meet your interests and needs better?
- Possible further exploration with the Five Why method.

2. 1-1 contextual enquiry – a workflow or interface – an observation of the process of donation in a natural setting. Duration 30-45 minutes.

Contextual enquiry questions:

- Why did you choose this charity?
  - Did you use this (type of) charity before?
  - How motivated do you feel and why?
  - What are you doing now? How easy is it to follow?
  - What will be the next step?
  - How do you feel?
  - How satisfied you are with the process of donation? / How did the process of donation work for you today?
  - How this could be organised better for you?
  - How motivated do you feel and why?
- Possible further exploration with the Five Why method.



| TASK                                                                              | Week 1<br>22-01<br>Orientat<br>ion      | Week 2<br>29-01<br>User<br>Researc<br>h              | Week 3<br>5-02<br>Who are<br>our<br>users?                                                       | Week 4<br>12-02<br>HT<br>Sketchin<br>g &<br>Wirefra<br>ming                                                                                                    | Week 5<br>19-02<br>Informat<br>ion<br>Architec<br>ture (IA) | Week 6<br>26-02<br>Reading<br>Week                                                     | Week 7<br>4-03<br>Prototyp<br>ing &<br>Usability                | Week 8<br>11-03<br>Visual<br>Design                                                            | Week 9<br>18-03<br>Web<br>Design                              | Week 10<br>25-03<br>Content                                            | Week 0<br>1-04<br>Travel | Week 0<br>8-04                               | Week 11<br>15-04<br>Deliver<br>Case<br>study | Week 12<br>22-04<br>Reflectio<br>n week |
|-----------------------------------------------------------------------------------|-----------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------|--------------------------|----------------------------------------------|----------------------------------------------|-----------------------------------------|
|                                                                                   | Discovery                               |                                                      |                                                                                                  | Define                                                                                                                                                         | Design                                                      |                                                                                        |                                                                 |                                                                                                |                                                               | Delivery                                                               |                          |                                              |                                              |                                         |
| <b>UXO720<br/>ARTEFACT<br/>(70%)</b><br>Case study<br>PP<br>Video PP<br>Prototype | Underst<br>and the<br>brief<br>Planning | Researc<br>h plan<br>Questio<br>ns<br>Ethics<br>form | Field<br>Study<br>Ethnogr<br>aphic<br>work-<br>User<br>interviews<br>Competi<br>tive<br>analysis | Context<br>ual<br>enquiry-<br>User<br>observa<br>tion<br>Synthes<br>ise:<br>Identify<br>the<br>problem<br>Hypothe<br>sis<br>stateme<br>nt<br>Create<br>persona | Assumpt<br>ion<br>mapping<br>Plan AI<br>Sketchin<br>g       | Sketchin<br>g<br>User<br>journey<br>mappin<br>g<br>Wirefra<br>mes<br>Tasks<br>Scenario | Define<br>problem<br>s<br>Prototypi<br>ng<br>UI<br>element<br>s | UI<br>element<br>s<br>Prototypi<br>ng<br>Run<br>usability<br>testing<br>Define<br>problem<br>s | Case<br>Study<br>Prototypi<br>ng<br>Finalise<br>prototyp<br>e | Feedbac<br>k loop<br>User<br>observat<br>ion<br>User<br>interview<br>w |                          | Video<br>delivery<br>Check<br>submissi<br>on | 19 Apr<br>by 16:00                           |                                         |
| <b>UXO720<br/>CRITICAL<br/>EVALUATION<br/>(30%)</b><br>CRJ                        | Journal<br>entry                        | Journal<br>entry                                     | Journal<br>entry                                                                                 | Journal<br>entry                                                                                                                                               | Journal<br>entry                                            | Journal<br>entry                                                                       | Journal<br>entry                                                | Journal<br>entry                                                                               | Journal<br>entry                                              | Journal<br>entry                                                       |                          |                                              | Check<br>journal                             | 26 Apr<br>by 16:00                      |