

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,
- Competitive analysis,
- User flow / Wire flow,,
- Storyboard

- Experience map,
- A case study,
- A high-fidelity user experience solution prototype.

Deadlines (see the planning document below):

- User interview (ethnographic study) – 15/02/2024
- Persona – 16/02/2024
- Competitive analysis – 17/02/2024
- User journey test (Contextual enquiry) – 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. Screening questions and signing the consent form.

Aim: to find the right candidate

Duration: 5 minutes

Screening interview question:

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

2. 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 Whys method.

3. 1-1 contextual enquiry – (later, after understanding the concept and creating user flow) a workflow or interface – an observation of the process of donation in a natural setting.

Duration 20-35 minutes.

Contextual enquiry questions:

- 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.

4. Usability test questions:

- What are you doing now?
- How easy is it to follow?
- What will be the next step?
- 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?

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