

UX Research Plan

Seasonal

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Author and Stakeholders

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Stakeholder: Migros

Background

Research will be conducted in order to get to know the field of apps dedicated to in-season food, as well as finding out about the popularity of in-season food and who the potential user base is, as well as their habits.

Research Goals

- Discover the competitors' strengths, weaknesses and standards;
- Find out about their eating habits regarding in season and locally produced food (how popular it is, how often they consume it, what they think are the benefits, how they get to know whether a fruit or veggie is in season);
- Find out whether the respondents would be interested in an app like Seasonal;
- Find out what kind of features they would consider useful for such an app.

Methodologies

- Competitor Analysis;
- Questionnaire.

Participants

Questionnaire

At least 10 participants, belonging to any gender, with or without children, of any marital status, especially, but not only, people who (try to) consume in-season food. They will be recruited via Slack among other UX Academy students.

Timeline

The competitor will be done first to gather more information about the field, and then the questionnaire will be prepared and sent out.