

UX RESEARCH PLAN

Trove Mobile App

Authors and Stakeholders

Research plan by Jeremy Cowan - UX Designer, jeremycowan.design@gmail.com
Stakeholders: Geddy Lee - Product Manager, Neil Peart - Lead Engineer, Alex Lifeson - Project Manager

Background

Trove is a new app for vinyl record collectors to manage their collections and they need an MVP end-to-end mobile app. It utilizes the Discogs API for the dense data, but hopes to provide a better user experience alternative with simpler flows and interactions that aren't overwhelming.

Research Goals

- Do people prefer vinyl over other formats?
- What motivates people to collect vinyl?
- What obstacles make this more difficult?
- How would people want to use this app?
- How are competitors solving this problem?

Methodologies

- Secondary Research - general info on record collection habits from articles, tutorials, forums, videos, etc
- Competitor Analysis - demo and analyze other product solutions
- User Interviews - gaining insights from experiences and knowledge

Participants

- All ages and genders
- Fairly frequent record collector

Timeline

- Secondary Research
- Competitor Analysis
- Interview Guide
- User Interviews
- Synthesize Findings
- Presentation