UX Research Plan
'InstaCar' User Research

1. **Background:** *What and who are you exploring?*
   a. Author: Shivang Patwa, US Researcher, shivangpatwa@gmail.com
   b. Stakeholders: 'InstaCar' company (Senior management, product managers), the entire Design Team working on this project
   c. Background: Today's mobility landscape is irrational and inefficient where most cars are used less than 5% of the time. The new cars of today are increasingly Smart & Connected. It means that your car is generally available to anyone who wants to use it when you are not using it. This could significantly offset the cost of ownership and generate revenue for the owners. 'Wheels2Ride' is a new peer to peer car-sharing company.

2. **Assumptions:** *What are my own assumptions, preconceived notions that I would like to validate or invalidate through user research? (Prioritize maybe 2-3 of these)*
   a. Peer to Peer car-sharing could give access to a wider range of vehicles (including high-end and zero-emission models).
   b. Being able to rent easily avoids the hassle/costs of parking, maintenance and insurance.
   c. By renting your own car when not in use, you can earn revenue on existing, often little-used asset.
   d. The biggest barrier for peer to peer car-sharing seems to be the vehicle getting damaged.
   e. Car owners would be more comfortable renting their cars to their friends or family rather than strangers.
   f. Inconvenience associated with scheduling and coordinating with vehicle hosts for pick-up and key transfer.

3. **Research Goals:** *What do you hope to learn and accomplish from your research?*
   a. Understand the user, who they are, their lifestyle and would they be interested in renting their cars to earn extra income?
   b. What are their car rental habits (rental companies vs car-sharing)? How often do they rent cars and for what purpose? What is the duration of the rental?
   c. Understand their entire experience of renting a car: where do they access the website from, navigating the online options, looking for a particular car, filtering the various options, finding the right car, checking the available dates, booking the car, entire process of physically getting the car, dropping the car off after the rental completion, etc.
   d. What are their pain points of car rentals? What are they frustrated with? Identify any workarounds that they may have come up with (for instance using alternate ways of booking a car rental or asking a friend, etc.)
   e. Are there any specific aspects of car-sharing that they really like?

4. **Methodologies:** *What research method will you use to accomplish each learning research goal? Make sure to explain how you use the method.*
   a. **Literature research/Competitor Analysis:** This would happen in any case, so I am putting this here by default. This would help get familiar with the peer to peer car-

sharing space which in turn will help develop better user interview questions to validate or invalidate both the assumptions and research goals.

b. **<u>User Interviews:</u>** Both specific as well as open-ended questions will be asked to understand the user, who they are, their lifestyle and how they rent cars. Ask them to describe their past rental experiences to understand their pain points, frustrations, things that they like, points of elation, etc. Get an insight into their decision-making process of renting their car out.

c. **<u>Usability testing/Walk-throughs:</u>** It would be ideal to observer the user in their natural environment renting a car. If that is not possible, maybe do a Skype/GotoMeeting walk-through of how they navigate the rental process. This is specifically to observer user behavior over user opinion. Observe what the user actually does which can sometimes diverge from what they say they do. Make notes of things that the user does that are different or unique. See if the user has come up with artefacts or workarounds for their frustrations/pain points.

5. **Participants:** *Define the sets of people you need to focus your research on.*
    a. Young working professional with or without kids (male or female)
        i. Single (does everything by themselves)
        ii. Married (gets help from spouse)

6. **Timeline:**
    a. Saturday (09/15)
        i. Interview 1: 10 am to 11 am
        ii. Interview 2: 2 pm to 3 pm
        iii. Interview 3: 4 pm to 5 pm
        iv. Skype Interview 4: 6 pm to 7 pm
        v. Skype Interview 5: 7 pm to 8 pm