

UX RESEARCH PLAN

Author and Stakeholders

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Bhuku

Background

Bhuku is an app for book lovers that will help users track everything they own, books they have read, what they will read next, and also everything they have loved so far. The company wishes to give a more user-centric approach to their app, adding features and flows that make it delightful for people to use.

Research Goals

- Identify and analyze Bhuku's competitors
- Identify/learn about Bhuku's target demographic
- Gain a better understanding of the literature app industry
- Uncover gaps among the existing apps
- Discover how people keep track of books they've read, are currently reading and wish to read
- Understand what influences people's decision on whether or not to read a certain book
- Learn how/where people buy or attain their books

Research Questions

- Who is Bhuku's target demographic?
- How do users currently keep track of what they're reading?
- What apps do people currently use related to their interest in reading?
- What motivates users to use a reading app?
- How do users read?

- How do users discover new books to read?
- What motivates users to read
- What platforms are users currently using to track their reading?

Methodologies

Secondary Research

- **Market research**
- **Competitive Analysis**

Primary Research

- **Questionnaires**
- **Interviews**
- **Contextual Observations**

Participants

- Ages 18-70
- People who enjoy reading