

UX RESEARCH PLAN

Graze Tel Aviv

Author and Stakeholders

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Background

Graze TLV makes curated grazing boards using the finest of products from local farmers, artisans and gourmet suppliers. They aim to provide their customers with show-stopping products that are just as much a piece of art as it is delicious. Their grazing boards are made to deliver and are perfect for small events, birthdays, date-night with a loved one, or a pampering pick-me-up. Graze is a fairly new business and has been reaching clients via word of mouth and social media, and wishes to have a responsive website that displays their brand, as well as allows potential and returning customers order directly online. Additionally, with the ever-changing times in this quarantine time period, they are seeking to widen their available products.

Research Goals

- Define target market
- For what purposes do people order graze boards/spreads, gift baskets, flowers, etc?
- How are people's needs changing during COVID-19 times?
- Identify potential concerns
- Analyze what competitors are doing well and not well.
- How does the look and feel of a brand affect users from ordering from a shop?

Methodologies

- Secondary Research- conduct literary review and internet research about the graze and charcuterie market
- Competitive Analysis
- Questionnaires- To gather quantitative data about users and behavior. An online questionnaire will be distributed to 15 target participants.

- Interviews- learn about people's wants, needs and concerns in purchasing display platters and gift baskets. Having face-to-face interviews with our potential interviews will give us a better and empathetic understanding of our potential users and customers. It is important for us to get into the shoes of potential users in order to properly design a responsive site for Graze TLV.
- Contextual Observations

Participants

- Ages 25-55
- Individuals who appreciate unique and artful gifts
- Have previously ordered flowers or a gift basket
- Individuals who have celebrated events during COVID-19 times