

MotoTech

Research Plan

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Author & Stakeholders

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Project Background

When it comes to the longevity of a motorcycle, regular maintenance is key. Unlike a car, a motorcycle is a machine that is a lot deadlier to ride, yet in the U.S alone, there are over 8 million riders. Another key difference between a motorcycle and a car is that a motorcycle needs a lot more care and maintenance to ensure the safety of the rider. A well-maintained bike will bring riders peace of mind, letting them enjoy the open road.

MotoTech wants to give a more user-centric approach to their app, making motorcycle maintenance easy for even beginners. By creating this app MotoTech hopes to create a central hub point for users to maintain their “garage” and ease the learning for beginner riders or riders who wants to save money and take the maintenance of their bike in their own hands.

MotoTech wants you to design their mobile app, starting with the platform of your choice.

Research Goals

- Understand MotoTech business direction
- Identify MotoTech user demographic
- Analyze the market of motorcycle maintenance
- Analyze the needs, goals, motivations, and frustrations of users

Assumptions

- A majority of motorcyclists currently perform basic maintenance on their bikes regularly.
- MotoTech’s user base consist of people of a wide age range.
- Out of the motorcyclists who don’t perform their own maintenance, a majority would like to learn if the opportunity presented itself.
- Motorcycles require more maintenance compared to a car

Research Questions

- Who are MotoTech’s direct and indirect competitors?
- What are MotoTech’s user’s needs, goals, motivations, and frustrations?
- How does motorcyclists currently maintain their bikes?
- Who are MotoTech’s current users?
- How many motorcyclists actually regularly maintain their bikes.

Methodologies

- Secondary
 - Market research: Gather more information about the industry and the target demographic
 - Competitive Analysis: Learn about the direct and indirect competitors as well as their strengths and weaknesses
 - Provisional Personas: Gain additional insight on the target users
- Primary
 - Customer interviews: Interview people who own motorcycles and ideally perform their own maintenance.

Participants

- People with motorcycles and perform their own maintenance.

Timeline

- Market Research – 2hr
- Competitive Analysis – 1.5hr
- Provisional Personas - 0.5hr
- Interview Guide – 1hr
- User Interviews – 8hr max
- Research Findings – 3hr