

BUENA LANES

Research Plan
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Author & Stakeholders

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Stakeholders: Buena Lanes

Project Background

Buena Lanes has been the local bowling alley in Ventura for 25+ years. Over the years Buena Lanes have seen a shift in interest with bowling and have now relied on other means in order to increase revenue. With a shift in league bowling, Buena lanes have recently installed a VR game in order to appeal to the recreational bowler along with their families. In order to gain more attention to their VR system and events Buena Lanes wants to launch a responsive website that reflects their current brand direction and business ideals.

Research Goals

- To better understand the business's branding and marketing direction
- To analyze competitors and their successful practices
- To identify Buena Lanes current user demographic
- To Identify the needs, motivation, and frustrations of customers
- To identify what part does the website play in the user journey

Assumptions

- Target audience are families or younger individuals
- A responsive website would be beneficial
- Customers rely on the website in order to find out more information.
- The website will be mostly informative about the various pricing, events, and specials

Research Questions

- What is the current brand and marketing direction?
- Who is the target demographic? What are their needs, motivation, and frustration?
- Who are the direct and indirect competitors?
- How do customers find out about the business?
- What percentage of people rely on the website in order to find out more information?

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
- Primary
 - Customer interviews: 5-10 customers

Participants

- People who bowl at Buena Lanes
- People who regularly use the internet
- Families: who have been to the bowling alley

Timeline

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