

# Bhuku UX Research Plan: Mobile App for Readers & Book Lovers

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## Background

Bhuku is an app for book lovers that helps users keep track of all the books they own, books they have read, what they will read next, and everything they have loved reading so far.

Bhuku has started collecting data on popular books and wants to give a user-centric approach to their app, adding features and flows that make it delightful for people to use. They want to use the full potential that a mobile app has, such as utilizing the camera to register books in a more automated way via optical character recognition (OCR), sending notifications to users to keep them engaged, tracking their progress on reads, etc.

## Primary Research Goals

- Learn about how people decide and choose what books they read
- Discover how people keep track of books they've already read
- Understand users' reading habits

## Secondary Research Goals

- Identify current competitors, their strengths & weaknesses, and the book industry
- Identify pain points & frustrations users have that Bhuku will help solve
- Understand what sort of features within Bhuku's app would engage / be the most useful for users

## Assumptions

- People prefer reading books from their favorite genre(s)
- People trust book suggestions from friends, family, coworkers, and people in their communities
- People like to read snippets or excerpts of a book before they buy / decide to read the entire book

## Methodologies

Customer Surveys, Competitive Analysis, Secondary Research, User Interviews

## Participants

Adults (18 - 70+) that enjoy reading as a hobby

## Deliverables

- Competitor Analysis
- Cultural Analysis
- Provisional Personas
- Interview Questions + Interview Findings
- Survey + Survey Findings
- Persona Creation