

# Wood Fountain Pens UX Research Plan: Ecommerce Store

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## Stakeholders

Chris Siegfried, Co-Founder

Brandon Mako, Co-Founder

Laura McLemore, UX / UI Designer & Researcher

## Background

Wood Fountain Pens started in 2017, founded by two pen enthusiasts, Brandon and Chris, who decided to partner up and create a company that helps people in pursuit of the perfect pen. Along with fountain pens, they also offer ballpoint pens. Wood Fountain Pens does not have a logo or any branding, and will need a logo design and their brand identity created from scratch.

## Research Goals

- Identify potential competitors
- Identify any obstacles, fears, or issues about that might discourage potential customers from purchasing fountain pens online
- Learn more about why people are interested in fountain pens
- Learn more about how people currently purchase fountain pens and their shopping habits; where do they get their pens from? How much do they usually tend to spend on a pen? What factors do they consider when buying pens?
- Identify current trends and offerings on competitors' ecommerce stores

## Methodologies

Customer Interviews (Primary), Competitive Analysis (Secondary)

## Participants

Pen Enthusiasts and Collectors, People that currently have fountain pens, People who write with a fountain pen daily, People planning on purchasing their first fountain pen

## Timeline

Day 1 - 3: Competitive Analysis / Secondary Research

Day 3 - 4: Create Interview Questions

Day 5-6: Choose participants from surveys & schedule interviews

Day 7-8: Conduct Interviews & Debrief

Day 9: Review Findings & Data from Interviews & create persona(s) based off of interviews

Day 10: Create summary of research findings from the research phase including all primary and secondary research.