

Olympia

Research Plan

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Background

61% of women consider themselves sports fans and studies have shown that women are increasingly becoming engaged in sports viewership, especially with recent cable-cutting trends. However, while women download apps more often than men, they're often not including sports apps in those downloads. Given that women spend 87% more for their apps, the company would like to create a sports app that appeals to women. Woman as defined in the scope of this project is anyone who identifies as a woman or female.

Goals

- Understand how women engage with sports media
- Understand how women choose apps to download
- Identify target audiences
- Identify user expectations, goals and pain points when engaging with sports media

Research Questions

- What apps do women download?
- How do women engage in sports media?
- How do women engage in sports fandom?
- What stops women from engaging with sports apps?
- What sports do women engage with the most?
- What sports information is most important to women?
- Who are the direct and indirect competitors?

Assumptions

- Women want to talk to other women about sports
- Women want to use sports as a vehicle for socialization
- Women are interested in both men and women's sports

- Women regularly use social media
- Few women have sports apps on their phones

Methodologies

1. Secondary Research
 - a. Market Research to understand
 - i. Trends in sports media
 - ii. Sports fandom demographics
 - iii. Sports app demographics
 - iv. Most used apps by women
 - v. expectations that are already set
 - vi. Demographic of users
 - b. Competitor Analysis to identify the strengths that we can use to benchmark and differentiate from competitors.
 - i. How are apps mapped out?
 - ii. What services do they offer?
 - iii. How do they organize their offerings?
2. Primary research
 - a. User Survey to identify how often women engage with sports media, which sports they engage with and whether they have any sports apps on their phone.
 - b. User Interviews to identify user needs, goals and frustrations with their sports experiences.

Participants are who

1. Are Avid or Casual Sports Fans
2. Regularly use apps

Schedule

Jan 16 - Conduct secondary research and create interview guide
Jan 18-19- User Interviews
Jan 20- Synthesizing Research
Jan 21 - Update Phone Call