

User Research Plan

enBloom

What

- Redesign and work off of the current website or create a website from scratch
- Practitioner facing or community member facing site
- Which elements do we have time to include in this iteration of the design

Why

- enBloom client reached out to GA, we were assigned to their project
- Sitemap, competitive & comparative analysis, industry research, brief analysis

Related company goals

- Create a website that enables visitors to clearly understand the vision of the company and access a database of Black wellness practitioners.
- Educate folks about alternative wellness practices, options and learn from Black practitioners (using existing info that has been curated)
- Allow folks to search a directory for practitioners near them
- Allow folks to sign up for workshops, activities that enBloom hosts

Research goals

- **Identifying users' goals and needs**
- **Who are our users?**
 - **What information would our users like access to?**
- **Who are our competitors?**
- **Is this a charity or a business**
 - **Member plans, donations etc.**
- **How will this service better the wellness of the community**

Anticipated outcomes

- A “redesign” that caters to our clients needs.
- Artifacts include all necessary documents for a high fidelity prototype. (ie. site map, user flow, sketches, wireframes, prototypes etc.)

- Call to action for donation (monetary & time)
- Analytics (usability testing)

Baseline assumptions/hypotheses

- We will be creating a user facing site that focuses on increasing access to black practitioners, instructors and spaces in the Maryland area.

Approach

Methods	
Which research methods will you use to answer your key questions?	<ul style="list-style-type: none"> • In-depth user interviews • Card sorting • Usability testing • Surveys? • Affinity Map
Study design	<ul style="list-style-type: none"> • Moderated- interviews • Unmoderated- surveys?, card sorting, and usability testing
Participants	Interviews- 10 Card sorting- 10-15 Usability testing- 5-10
Length	30-40 minutes (user interview) 15-30 minutes (usability testing)
Stimuli	Wireflow and prototype (mid-high)