Qualitative Research Plan

By the Experience Design (XD) team

	Full name	Department	Date started
Started by	Leenke De Donder	Delivery; Analytics Squad	19/01/22

	Full name		Date
Accepted by	Lucian Tan		25/01/22
Reviewed by			

Purpose of research

Objective

Why do you need user research assistance with your project?

I am seeking alternatives to social network post success metrics that we can display on Aaqua. I want to get a deeper understanding of the motivations and expectations of users in a mobile-based community-centred social network.

Goal

What will the result of this research affect? Which business, product, or user experience objectives are related to your project?

I hope it can help us define a differentiating approach towards analytics that can shift the focus on vanity metrics and quantity to engagement metrics and quality. To get more information to develop the product that aligns closer to the company value of 'meaningful community interactions'.

It will affect the decisions on the user interface for members to view the analytics of their own content, and the information they see about content of other community members.

Hypotheses & assumptions

What are the current statements or positions that you wish to validate?

- A high comment or like rate on a post is always a positive indicator to the creator that the content has reached a large audience.
- User do not want to give up the classic success metrics because it gives them a high.
- Users find it more important that they get 1 like from a person with certain expertise or certain reputation, than 10 likes from passer-by.
- Users would like to know why someone like their content
- Users blindly follow industry standard metrics and they need a shift coming from the industry itself to start looking differently at success

Immediate questions

List down any questions you have in mind that you wish to ask the study participants. The researcher will work on these with you when it is time to write the script.

I want to understand from users of community-based social networks:

- What motivates them to open the app on their mobile device
- What they like to see the moment they open the app
- After joining a community, what makes them return to the community, and what motivates them to browse community content
- How do users determine it is time to browse content in another community, or to close the social network app?
- What motivates users to keep track of conversations in a community? What were their past experiences like?
- Are users inclined to engage in posts with more comments? What did they expect from such posts, and did the result meet their expectations?
- How do new joiners to the community discover if the community is the right one for their needs?

I want to understand from community owners/creators of community-based social networks:

- How do community owners/creators interpret high quantities of comments (or likes) on a post?
- What is the definition of a 'successful' post?
- How do they discover useful/helpful comments (feedback) on their content? Do they use any tools or techniques to optimise that process?
- How do community owners/creators deal with high quantity of comments on their creations? Why do they take the actions they described?
- Do community owners/creators make effort to learn about the people who respond to their content? Why? If yes, what do they look out for?

Context and target participants

Who are the people you are trying to learn more about? List down all relevant demographic information and required experience of the target segment(s).

- Age: 18-25
- Diverse geographic spread
- Prior experience with community-based social networks [FB group, Reddit] (to ask their level during the testing too)

Segments:

- **non-creating responders:** no clear cadence of posting, only reacts on content, does not create content
- **content creators/contributors:** create content in their own or in other communities

Asset requirements

What additional assets do you think will be needed to show the testers during the study? Type 'Y' next to the items that you need.

Low-fidelity wireframes and flows	
High-fidelity interface visualisations	
Other:	

Expected deliverables

What do you need to receive from the researcher? A Powerpoint (.ppt) report on the findings will be provided by default. Type 'Y' next to the items that you need.

Report as a Word document (.doc)	
Excel sheet of raw tester data (.xls)	Y
Video extracts of significant tester feedback	
Audio extracts of significant tester feedback	
Other:	

Expected deadline

When is the latest date that you need to receive the results?

Ideally, we would like to have the results of this research by Q2.

Links to prior user research

List all the information you have so far, so that the researcher can plan the study better to uncover new insights. Write 'NA' if you do not have any.

NA

Relevant stakeholders

List all the stakeholders who can contribute or benefit from this research study. The researcher will consult them to help improve the study.

- Aaquanomy: The work on the reputation score might overlap a lot with what we are trying to research