



## Research Plan

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### Background

Starbucks coffee is enjoyed by many and a staple in many cities. They have a long time following and loyal customer base that use their app daily. Starbucks wants to do more to draw in their customers and add a new, fun element to their app experience. The new feature will provide a “social menu” section where customers can share their drink recipes for others to try and enjoy. They can take a pic and name their drink.

### Goals

**Understand user’s needs** — learn more about the users and what features would keep them engaged and connected to the brand and products.

**Identify pain points** — listen and observe user’s pain points from the current experience and gather feedback as the project progresses.

### Methodologies

Research will be conducted based on current, existing knowledge of the company and similar competition—to build on what we already know to be true, and to identify areas to focus on improving.

**Primary research** — using the findings from the secondary research, plan out and conduct one-on-one user interviews to hear first-hand from potential customers.

**Secondary research** — conduct market research by reading studies and reviews of competition. In addition, create a competitive analysis to organize the findings.

### Participants

Starbucks’s current customer base includes a wide age range from teens to people in their 70s. Given the user’s that most commonly use the app and are most likely to use social media are ages 18 - 45, that is the age we will focus on.



## Timeline Budget

To avoid scope creep and stay within budget, it's important to stay within the given time frames below for each stage.

### **Project Planning - 5hrs**

Define the project scope organize the plan.

### **Research and Personas - 15hrs**

Conduct primary and secondary research. Create personas.

### **Information Architecture - 5hrs**

Define the feature roadmap, sitemap, and put together flows.

### **Wireframes - 15hrs**

Generate wireframes and sketches based on research findings.

### **High-fidelity Design and Prototype - 20hrs**

Create hifi designs and generate the working prototype.

### **Usability Testing and Iteration - 5hrs**

Conduct usability test and make any final changes.

### **Deliverables - 15hrs**

Create UI kit, generate handoffs, and present the case study.

