Booktopia : UX research Plan

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Author and Stakeholders

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Project Background

Booktopia is collecting data on the most popular books. Takinginspiration from goodreads.com, Booktopia is redesigning its user interface, incorporating features and functions that make it easier for people to use.

Booktopia app will track everything a book lover owns, the books they have read, what books they plan to read next, etc. Apart from these general features, Booktopia will also provide a few features of its own, such as utilizing the camera to register books in a more automated way via optical character recognition (OCR), sending notifications to users to keep them engaged, tracking their progress on reads (potential gamification), etc.

Research Goals

1. Understand the market of platforms related to books
2. Identify the target audience of Bhuku
3. Learn about how the main competitors of Booktopia are catering to customers' needs, as well as their strengths and weaknesses
4. Get to know how people are managing their book list
5. Uncover people's experience of finding the books they want to read

Research Questions

1. Who are the target audiences?
2. What are some of the common features of a book management, review, and recommendation platform?
3. Who are the main competitors of Bhuku, and how do they serve the readers?
4. How do people manage their existing books?
5. What are people's reading process for physical and digital books?
6. What are some of the reading habits of people?
7. How do people find books they would like to read?
8. What factors affect people's decision on what books they are reading next?
9. What are people's expectations on platforms like Booktopia?

Assumptions

1. Book lovers are the main users of book inventory platforms
2. Book lovers are willing to manage their book inventories
3. Despite the digitization of books, physical copies are still popular among book lovers
4. People are willing to use digital platforms to organize their activities around reading
5. People are expecting a similar experience of reading a digital book to that of a physical book
6. People are constantly looking for new books to read

Methodologies

Methodologies
Secondary Research:

- Market Research: Understand the platforms related to books, as well as the target audience
- Competitive Analysis: Learn about how the main competitors of Bhuku are catering to customers' needs, as well as their strengths and weaknesses

Primary Research:

User Interview (5-10 people, 10-15 minutes each): Understand how people are managing their existing book list, their reading habits, as well as how they find new books to read

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Participants

- Age between 18 and 45
- Are book lovers

Timeline

Day 1: Conduct secondary research (Market Research and Competitive Analysis)
Day 2: Conduct primary research (User Interview)
Day 3: Synthesize the research findings