

Remadely - UX Research Plan

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Background

Remadely is a mobile app that is centered around behavioral health change. The app focuses on helping people begin healthy habits in 30 days to improve their quality of sleep.

Research Goals

- Identify Remadely's target demographic
- Identify users' goals, needs, motivations, and frustrations revolving around forming healthy habits
- Identify Remadely's leading competitors
- Find out how people build habits
- Find out how people can improve quality of sleep
- Identify what makes sleep high-quality

Assumptions

- People want to build healthy habits to improve their quality of sleep.
- People are able to build habits within 30 days.
- People are willing to use a mobile app to help them begin healthy habits.
- Reminders are a useful way to help people form healthy habits.
- Forming healthy habits will help people improve their quality of sleep.
- Quality of sleep affects many areas in life, including brain and physical functioning.

Research Questions

- Who is Remadely's target audience?
- Who are Remadely's leading competitors?
- What healthy habits should people focus on to improve their quality of sleep?
- What do people enjoy about forming healthy habits?
- What do people dislike about forming healthy habits?

- What factors contribute to improving quality of sleep?
- What are the benefits of high-quality sleep?
- Why do people improve their health and wellbeing?
- How do people improve their health and wellbeing?

Methodologies

- Secondary Research
 - Market Research: I will identify the trends and pain points in the habit app industry. I will gain a clearer picture of the demographics of habit app users. I will also conduct research about how people form habits and improve their quality of sleep.
 - Competitive Analysis: I will identify Remadely's leading competitors to observe how players approach a similar problem.
- Primary Research
 - User Interviews: I will conduct user interviews to gain insights about users' goals, needs, motivations, and frustrations revolving around forming healthy habits. I will also learn about how their habits affect their sleep quality.

Participants

- Ages 18+
- Males & Females

Timeline

- Market Research and Competitive Analysis
- Create an interview guide for 1-on-1 user interviews
- Conduct user interviews
- Synthesize findings in an empathy map
- Analyze findings
- Deliver results