



RESEARCH PLAN

Tate Thompson Law

SUMMARY:

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Stakeholders: Jennifer Tate Thompson, Client
Layne Mayard

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Project background: In 2015, client created a Squarespace website to set up online tutoring platform for students participating in the New Zealand Law and Practice Exam. Having taken the NZLPE herself and passed, she had collected various study materials that she was able to sell online to other test-takers. She was also able to offer tutoring advice and academic support services. Given that there were no other resources available besides those offered by the official examination sponsors, her business proved quite lucrative.

Client wanted an upgrade of the website, which was in-part completed some months ago but not initiated. She has since made the final decision to create a completely new website to maximise the potential of selling her products and services online.

The goal is to have the new website running by 6 February 2023, since demand will increase as students prepare for the next round of examinations in July 2023.

RESEARCH ISSUES:

In initial discussions, the following were main concerns and will be the focus of this research plan:

- Site structure, page format, copy: The structure of the site has many different pages that are confusing to follow, or seem to have no traffic at all. Questions concern which pages to include in the new website and perhaps adding others. The format of the pages is difficult to follow, although the client would like to include the basic colour scheme. Copy is dissatisfactory due to length and content.
- SEO and site visibility: Client has remarked that a search for NZLPE results in only her blog page appearing. She would like to correct this, and increase the visibility of her services with several different key words common to the NZLPE.
- Alignment of site to business plan: Business plan is to increase the orders of physical product and lessen her involvement of one-to-one tutoring support. She would like the site to become a more passive income source.
- Communication barriers with international customers: A large percentage of customers are from Southeast Asia and the Middle East. Client would like the site to direct them to the website itself, rather than immediately emailing her for information that is already available on the website.



RESEARCH STRUCTURE:

1st Phase Research

- Website user analytics
- Diary studies based on consumer emails
- User surveys
- SEO and keyword searches
- Competitor analysis

2nd Phase Research

- Design (Structure, page format, copy, colour, necessary pages)
- Usability studies (could be somewhat limited due to physical distance, but local recruits is a possibility)

3rd Phase Research

- Website user analytics
- A/B testing
- KPI / OKR analysis based on business goals

DELIVERABLES:

The various reports and results will be delivered either by email or in raw form for discussion with the client.

- Research reports summarising results of each phase
- Competitor analysis report
- Usability study summaries
- Final business analysis

SCHEDULE:

November 2022		December 2022		January 2023		February 2023	
10.11	30.11	01.12	15.12	01.01	15.01	01.02	13.01
WUA SEO	DS US CA RR1	US	Design	US	WUA	US RR2	WUA

March 2023		April 2023		May 2023		June 2023	
01.03	15.03	01.04	15.04	01.05	15.05	01.06	15.06
	WUA	US	WUA		WUA	DS US	RR3