

UX Research Plan | Highland Yoga

Author and Stakeholders

Author: Lauren Shepherd

Stakeholder: Elspeth Brotherton

Background

Launching in 2015, Highland Yoga is a High Power Vinyasa yoga studio based in Atlanta, Ga. Starting as just a lone studio run and operated by owner Elspeth Brotherton Highland yoga is now a multi studio franchise with her 5th studio opening up in the beginning of June. Her number one focus is community stating “ Our students are our number one priority, and we want our studios to feel like your home away from home where you can step away from your busy life, become completely immersed in the present moment, and connect to yourself on a deeper level.”

Research Goals

- What are their motivations for yoga?
- What kind of experiences are they looking for?
- What are some pain points in finding a yoga studio?
- What is the customer looking for when going on the website?
- What website do consumers use to book a class (online/ on an app/ in studio)?
- Are there things that the consumer likes/dislikes about the website?

Methodologies

- Competitive Analysis:

I will go through finding the most fitting direct and indirect competitors to see what works and doesn't work. I can use this information to improve pain points for Highland Yoga website and give a clearer direction for users who are trying to book a class.

- 1-1 Interviews:

By conducting 1-on-1 interviews I will be able to gather more detailed information based on the users prior travel experience and get a feel for their goals and motivation.

- Card Sorting:

Study participants by grouping individual labels written on notecards according to

criteria that make sense to them. This method gives the ability to uncover how the target audience's domain knowledge is structured, and it serves to create an information architecture that matches users' expectations

Participants

- People who are interested in fitness
- Interested in getting in shape and taking time for themselves
- People who are mindful or want to experience a higher understanding of life

Timeline

- 1- Competitive Analysis to gather as much information on how and what information is needed for a yoga website.
- 2- Prepare: create questions for interview and design cards for card sorting
- 3- Find participants willing to do interview that best suits demographic
- 4- Conduct interview and Card Sorting
- 5- Organize collected information and brainstorm for solutions.