Muse Research Plan

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Background

Muse is a hypothetical clothing store brand with a midlevel price-point targeting the modern socially conscious consumer who is looking for good quality, classic, and long-lasting clothing for any occasion. Their goal is to create ethical and sustainable clothing that is accessible to everyone. Muse is very successful offline, with many brick and mortar stores across multiple countries. However, they are very late in the game of a digital transformation, and are in need of a website and brand refresh.

Problem

Muse's current branding is outdated, and sales are dropping as more customers are preferring to shop online as opposed to shopping physically in-store.

Research Goal

• To learn the habit and behaviours of people when shopping online
• To learn the frustrations and pain points people have when shopping online
• To identity what people value when shopping online
• To discover how people develop trust & loyalty with brands online

Research Questions

1. Where do users get style inspiration?
2. What would users like to change or improve about their current style or wardrobe?
3. What do users value when choosing to shop at a particular clothing store?
4. What brands do users currently shop at and why?
5. What are the reasons users prefer to shop online vs. to shop in person?
6. How often do users shop for clothing?
7. What triggers a user to begin shopping online?
8. What are current user frustrations when shopping online?

Methodologies

Secondary Research

• Market Research - Look at blogs, books, and articles on the best practices in the field of eCommerce design.
• Competitor reviews - Discover what similar brands are doing in terms of branding & website interface, and their website reviews

Primary Research

- User Interviews - To understand user habits, goals, values, and frustrations when it comes to online shopping.
- Observational Research - To observe how people behave in their actual contexts of use (while online shopping) and allowing them to think out loud while performing task(s).

Participants

I will talk to folks in the following categories, being sure to include a range of genders and ethnicities:

- People who are in the 20-40 age range
- People who shop online at least 2 hours a month

Assumptions/Risks

- People will always prefer to shop online vs. In-store
- People value the ethical & sustainable aspect of clothing brands
- People like to get fashion inspiration from social media

Timeline

Participant Recruitment: May 5th-6th

Prepare survey + interview questions: May 8th

Send out Survey (approx. 20 people): May 9th

User Interviews (3-5 people): May 9th