

# Monarch Services

## UX Research Roadmap

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# Monarch Services UX Research Roadmap



## Agenda

1. Vision
2. Stakeholder Goals
3. Key Research Goals & Questions
4. Research Studies
5. Research Studies Timeline
6. Appendix

# Vision



**We provide the highest-quality workmanship possible.** We succeed at this because of the integrity of our subcontractors and staff, our commitment to a solid work ethic, and our passion for staying current with the newest innovations in our industry, with consideration for the environment.

# Stakeholder Goals

The goals resulting from stakeholder interviews:

1. Understand customers
2. Ensure redesign provides a seamless experience across all devices
3. Improve the user experience and navigation
4. Ensure customers can find information quickly
5. Increase company revenue
6. Improve customer engagement
7. Easy to use
8. Improve customer satisfaction
9. Ensure customers can find the website in search rankings
10. Identify any pain points
11. Identify any additional customer ideas

# Key Research Goals & Questions

## User Interviews

	Goal	Research Questions
1	Understand customers	What do users look for in a home improvement company? What makes someone trust a website? What questions do they have when they come to the website?
2	Ensure redesign provides a seamless experience across all devices	Can the website be logically viewed by any device? What did the user think of the website? Are any U/UX issues mentioned?
3	Improve customer engagement	Is there any other information that would help users decide to contact the company? Can they find all the information they need? Does the information on the website answer all their questions?
4	Improve customer satisfaction	Can users find all the information they need? Does the information on the website answer all their questions? Are the users satisfied with the information on the website? Are any UI/UX issues mentioned?

# Key Research Goals & Questions

## User Interviews

	Goal	Research Questions
5	Ensure customers can find website in search rankings	How important are search engine rankings to users? Which search engines do they use?
6	Identify any pain points	What do users look for in a home improvement company? What makes someone trust a website? What questions do they have when they come to the website? Can they find all the information they need? Does the information on the website answer all their questions? Are any U/UX issues mentioned?
7	Identify any additional customer ideas	What other information would help answer any user questions? Are any U/UX issues mentioned?
10	Identify any pain points	Can the website be logically viewed by any device? Can they find all the information they need? Are any U/UX issues mentioned?

# Key Research Goals & Questions

## Usability Testing

	Goal	Research Questions
2	Ensure redesign provides a seamless experience across all devices	Can the website be logically viewed by any device?
3	Improve the user experience and navigation	Can users find all the information they need? What other information would help answer any user questions? Are any UI/UX issues mentioned?
4	Ensure customers can find information quickly	Can users find all the information they need? Are any UI/UX issues mentioned?
7	Easy to use	Can users find all the information they need? Are any UI/UX issues mentioned?
8	Improve customer satisfaction	Can users find all the information they need? Does the information on the website answer all their questions? Are the users satisfied with the information on the website?

# Key Research Goals & Questions

## Usability Testing

	Goal	Research Questions
9	Ensure customers can find the website in search rankings	Does the website appear in the first 30 rankings on Google? What other search engines do they use frequently?
11	Identify any additional customer ideas	Are any UI/UX issues mentioned?



# Research Studies

Methodology	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6
Discovery Research	X					
Stakeholder Interviews	X					
User Interviews	X	X			X	X
Personas	X					X
Usability Testing & Survey	X	X	X	X	X	X
"How Might We" Workshop			X	X	X	X

Goal 1 Understand customers

Goal 2 Ensure redesign provides a seamless experience across all devices

Goal 3 Improve the user experience and navigation

Goal 4 Ensure customers can find information quickly

Goal 5 Increase company revenue

Goal 6 Improve customer engagement

Goal 7 Easy to use

Goal 8 Improve customer satisfaction

Goal 9 Ensure customers can find the website in search rankings

Goal 10 Identify any pain points

Goal 11 Identify any additional customer ideas

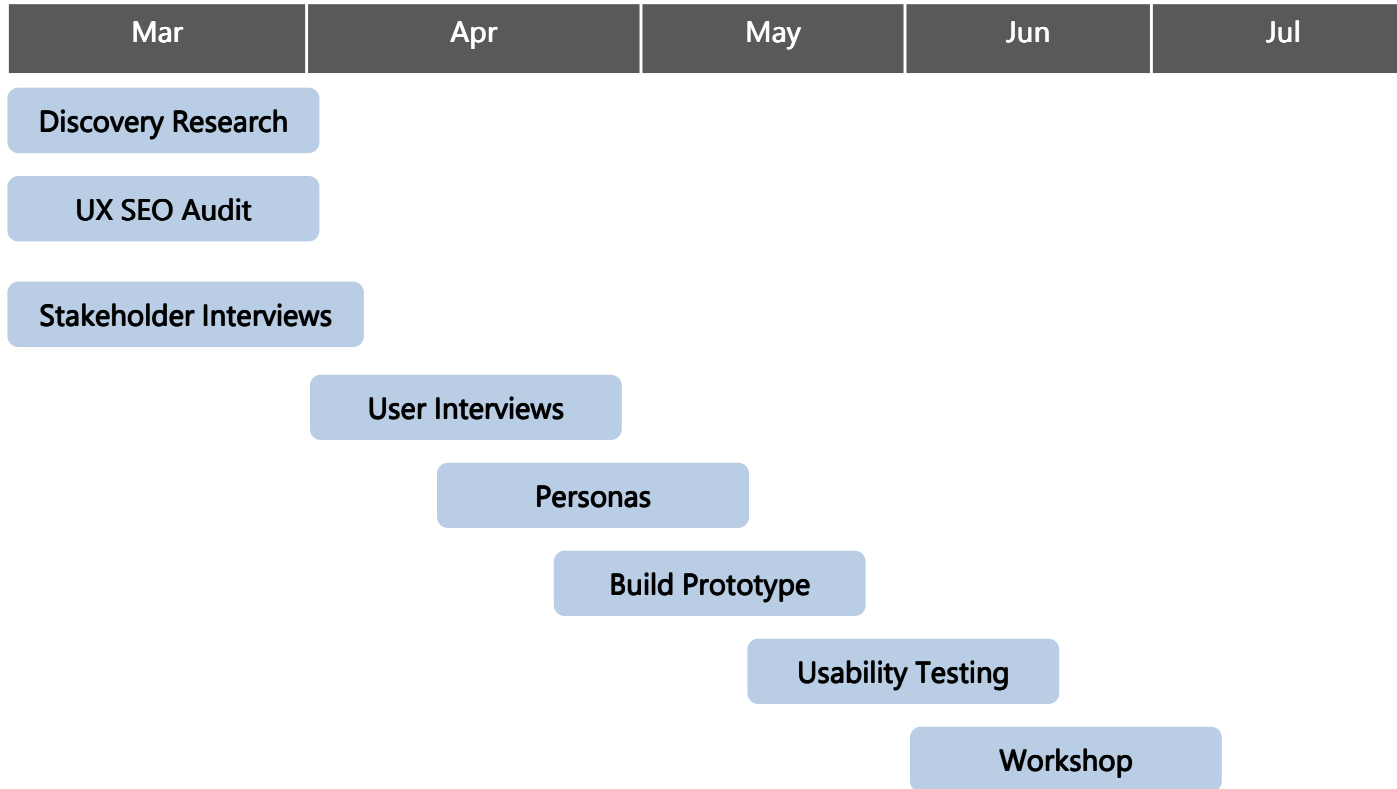
# Research Studies

Methodology	Goal 7	Goal 8	Goal 9	Goal 10	Goal 11
Discovery Research					
Stakeholder Interviews					
User Interviews		X	X	X	X
Personas					
Usability Testing & Survey	X	X	X	X	X
"How Might We" Workshop	X	X	X	X	X

- Goal 1 Understand customers
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# Research Studies Timeline



Stakeholder Interview Questions

# Appendix

# Stakeholder Interview Questions

1. What are your goals for this project?
2. What is the primary purpose of this project?
3. What challenges do you hope to address with this project?
4. What would success look like for this project, in your opinion?
5. What results do you hope to see from this project?
6. How will the success of this project benefit the business?
7. What kind of feedback have you received from users or customers so far?
8. Are there any areas where you have specific expectations about the design process and output?
9. On a personal level, what are your expectations for how this project could improve user experiences or solve customer problems?