User Research Plan
Inbounding

1. Background

JTBD

Update Stock

Problem Statement

The Current bulk inbound workflow is slowing down the overall order preparation process, and therefore compromising the delivery time to customers. This is leading to an increase of order cancellations, customer insatisfaction, also a growth on shadow waste.

- What were the signals or hypotheses that led to this research?
    - Finding empty shelves of products when they need to be delivered
    - Stock inaccuracies
    - Bottlenecks in the workflow that consequently creates idle time
    - Increase of shadow waste

- What have been done prior to this research?
    - Stakeholder Meeting
    - Whiteboard session
    - Wireframes and Initial Ideas
    - Hub Visitings

- What's the purpose of this research?
    - Understand the current Inbounding flow
    - Capture insights regarding the current flow
    - Capture pain points
    - Understand if the solution we are designing would be beneficial to the user in order to speed up the process of order preparation.

2. Objectives

Business Objective & KPIs

Objectives	KPIs
● Maximize UTR	● Time on Task
● Improve Data traceability	● Inbounding time

Research Success Criteria

- Have a clear picture of the Inbound task from the Operators perspective
- What documents or artifacts need to be created?
  - o User Journey
  - o Prototype
  - o Research Results
- What decisions need to be made with the research insights?
  - o Decide the best flow for inbound and outbound
  - o Validate the hypothesis

3. Research Methods

The methods we're gonna use to research will be individual interviews with Operators. We will also observe how they interact with the low to mid fidelity prototypes to get insights of their behaviors while using the proposed solution.

The interviews will be conducted in the Hubs (possible to have online as well in case we get the chance to interview participants from France and Netherlands)

Primary research

- User interview
- Contextual inquiry
- Quick Usability test

4. Research Scope & Focus Areas

Question themes

- Understand the Inbounding process from Operators perspective
- Dive into their pain points during the Inbounding process
- Understand why there is a window for mistakes when entering product types, and product numbers.
- Understand if the feature is contributing to the shadow waste growth.
- Understand the reasons why the operators can't find items when picking.

Design focus components

- Learnability & Efficiency: How easy is it for users to accomplish basic tasks the first time they encounter the design?
- Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- Satisfaction: How pleasant is it to use the design?

Primary user scenarios

- In what scenarios do the problem become most painful? What are the most common user scenarios? What are the edge cases you want to learn more about?

5. Research Participant Profiles

- WH Associates from different hubs in Berlin
- Where/How to recruit:
  - Berlin Hubs
  - Possibility to have online participants from other countries

Appendix

Include information that have been discussed prior to creating the research plan, such as:

- [Kickoff Meeting](#)
- [Miro Board](#)
- [Inbounding Vision](#)