

UX RESEARCH PLAN

Google Chrome Bookmark Feature Redesign

Author - Umang Kanani (UI/UX Designer) | ukanani49@gmail.com

Background

I usually use bookmarks to save important links that I know I will refer to at a later date or any useful information I plan to use or share in the future which I won't find again in a few seconds with an online search. I use boomkmarks both at work and on my personal computer. However, the experience of using bookmarks has been frustrating, because I usually end up forgetting that I have saved an item previously and end up searching from the search bar all over again. Therefore I decided to do some further research on what other problems other users are having when using the bookmark feature and ultimately redesign the experience of saving and recalling bookmarked items.

Research Goals

- Determine the current experience users have when saving and recalling bookmarks items
- Understand the frustrations and pain points users have when using the Bookmarks feature
- Understand what other Browser systems, Apps and Extentions do to provide a boomarking experience (Competitor Analysis)

Research Objectives

- Understand what are the current pain points in the journey to bookmark and recall a saved item
- Understand the behaviours and expectations of using a bookmark

Methodologies

- **Interviews** - Sessions with random users to understand their motivations, behaviour and expectations of the bookmark feature
- **Competitor Analysis** - Understand what other Browser systems (Safari, Modzila) and extensions do to provide a boomarking experience. Plus, see how other Apps such as Medium use their bookmark feature

Participants

- 3-5 participants who use the bookmark feature on any browser system or app
 - Participants would be between ages 25-29
 - Participants would be working in different industries

Schedule

- Prepare interview questions and recruit participants
- Conduct interviews
- Start competitive research
- Synthesize findings
- Start sketching the different solutions
- Hi-Fidelity Solution
- Prototype and Test
- Iterate on feedback