

# Summary of Research Findings

Sparkle Assistant website redesign and dashboard feature creation

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## Research Overview

- **Secondary Research**

We looked at existing data to get insights into the problem space. We looked at all the information you provided: Google Analytics, marketing proposals, and reports, etc.

- **Content Audit**

We looked at the current website to see if it was meeting the client's goals and using best practices.

- **Competitive Analysis**

We looked at what other online scheduling tools are in the space and how they compare.

- **Cognitive Walkthrough**

We evaluated the current website by creating a series of tasks to perform from the perspective of a user.

- **Heuristic Evaluation**

We evaluated the current website with Heuristics, "rules of thumb" to measure the current usability

- **Interviews**

We conducted interviews with participants that were identified as potential primary or secondary users to gain insights on the digital tools they are currently using and assess their perception of Sparkle Assistant.

- **Kano Analysis**

We ideated potential new features for the redesign of the website and new client dashboard and tested them with this survey method to determine which ones were most favored by users.

- **Speed Dating**

We tested the same potential new features as above, but we tested in our interviews by showing them feature cards to determine which ones were most favored by users.

- **Usability Testing**

We conducted usability testing of our prototype to evaluate its effectiveness both in content and usability.

## **Recruitment Overview**

1 current user

6 potential users

We recruited research participants from the identified primary and secondary user groups: BIPOC women and LGBTQ+ entrepreneurs.

## **Key Takeaways**

### **Content Strategy**

- Being a mission-based public benefit corporation was important to users and they wanted to see it front and center
- 7 out of 7 research participants really care about the business they are partnering with and how they are giving back.
- Users wanted clarification surrounding Sparkle Assistant offerings

### **Features**

- Users didn't want to have to schedule an appointment to see how it works.
- Users wanted a separate client dashboard.
- Users enjoyed the work/life feature and emphasized that it was one of the components that made Spark Assistant stand out.
- Users wanted payment integrations like Square and Stripe
- 7 out of 7 research participants wanted to be able to create customized breaks rather than only have mediation

- Most users said they would want to try it before committing

**Quotes:**

“I like that it's owned by a woman, a person of color. B-Corp - that's interesting to me.”

“The online app and scheduling, if I didn't have that, that gives me 90% of my peace.”

“If I were looking for a tool to use... I would go for this one purely based on who I am supporting and the mission-driven piece.”

“If you're gonna ask me to mediate, then no. If you are going to ask me like ‘hey do you want to take 15 minutes to refresh and connect.’ Then yea of course”.

“It's a little expensive. For a startup cost, if it works well, I would try it for 1 month. If it was great, I would keep using it.”

“I think it helps with scheduling and organization... There is a certain lack of clarity.”

**Design Roadmap:**

We have included a design roadmap with a list of changes and updates by priority. Please see the attached document.