Blink Research Plan

PROBLEM & SOLUTION

Social Media applications lack precise product links embedded in their platforms. On platforms like TikTok and Instagram, users are unable to find the exact products that content creators promote. On Instagram, creators are able to tag product brand Instagram accounts, but not the specific product. Users end up having to ask questions in the comments, and owners of the post will comment back with long descriptions and/or SKU numbers for users to search on their own. The same problem exists on TikTok, even with SKU numbers and descriptions, viewers have difficulty finding products. By developing an application where users can create profiles and link precise products used in their content, both content creators and viewers have easy access to viewing and purchasing their favorite products.

BACKGROUND

I began my research into building end-to-end applications to gain insight into the landscape of building a successful app design from start to finish. Social media applications are incredibly competitive and adopt features from one another constantly. It is important to research thoroughly to design a platform that offers a unique experience. In my research, I will be looking into understanding user pain points and needs when it comes to building a product-centered social media application such as Blink. (Blink is the name of my application)

RESEARCH GOAL

We want to know **what users want when trying to find specific products online from the content they are watching** so that we can **find an effective solution to make their experience purchasing products easier.**

RESEARCH OBJECTIVES

1. Understand what users need when trying to purchase a product they like
2. Understand the process & frustrations behind users trying to find a product based on social media content
3. Understand what users like about the process of finding products online based on social media content

4. Understand what users would enjoy on a product-based social media application
5. Understand what features would be useful on the application
6. Understand how often users find and want to purchase products they see online
7. Understand what type of content influences users to buy products online
8. Understand how much time users spend on social media and how often they see product marketing.

RESEARCH QUESTIONS
1. We want to understand how much the average person spends on social media and how much of that content is product-based marketing
2. We want to understand how often someone buys a product after seeing an advertisement online
3. We want to understand what type of content viewers prefer when watching product-based marketing content
4. We want to understand the process behind a user trying to buy a product online
5. We want to understand how we can find an effective solution to address the problem behind buying a product online.

METHODOLOGIES
1. Competitive Analysis to see how competing products and platforms are addressing this so that we can utilize that in our product to stand out.
2. Secondary Research
3. User interviews to understand user pain points and what is or is not working when finding and ordering products online. This gives us qualitative data.

PARTICIPANTS
Collect data from people from the target demographic:
- People who use social media
- People who order products online
- People who have bought products after watching advertising content online

ASSUMPTIONS/RISKS

- Assume people will want to use a separate application to find products
- Assume an application is the best solution for this problem
- Assume content creators will make the effort to tag products.