

# ZEIT RESEARCH PLAN

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## PROBLEM

Designing a logo for the company and setting up an easy to use e-commerce website that allows customers to explore throughout the site and offer traveling time period packages destinations of their choice that customers can buy online.

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## BACKGROUND

Zeit is a time traveling company that has been around for over a decade, offering the public different time periods packages that offers 289 destinations on historical events and locations, where customers could witness history playing right before their eyes. These packages offer structured activities throughout time, with safety protocols that help keep travelers from changing the future.

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## RESEARCH GOALS

- Competitors research- see what the other competitors are offering and their over all design and overall flow
- Consumers - talk and interview with consumers to get their views points and likes and dislikes of traveling sites.
- Determine - take notes what types of packages are out their, costs, location offers, and start designing
- Make a prototype from all the research and testing

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## RESEARCH QUESTIONS

1. What is the defining factor when choosing a destination?
2. What type of information is needed when booking a trip?
3. What makes people want to travel?
4. What type of safety concerns do people have when planning a trip?
5. What type of packages seem appealing when booking a trip?
6. What would make a person not want to book a trip?
7. What do people wish most companies offered?
8. What type of filters do users normally use when planning a trip on a website?
9. What challenges do travelers usually face when booking a trip?

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## METHODOLOGIES

- Competitors - while looking into competitors and what type of travels they provide as well the elements used throughout the site, while also taking note of their design and layout. By also experiencing it yourself to see what the flow is by planning a trip and what consumers may enjoy or find challenging. As well as looking as what type of packages they may offer
- Consumers - By having 1-on-1 interviews and asking questions to learn the main reason to travel. What consumers look for when planning a trip and their likes and dislikes and what they wish they could have on a traveling site and deals we can make a better experience for them on Zeit
- Marketing - After researching from checking out the other competition and interviewing consumers, I should have a pretty good list of what works and what doesn't work.

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## PARTICIPANTS

- People who love to travel and get away from the norm
  - People who may travel for business related
  - People who have families
  - Who are interested in historical sites and culture
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## ASSUMPTIONS/RISKS

- Some worries that it may be expensive to time travel, definitely with a large family
  - There may be people who will think rules may not apply to them and end up breaking the rule and making it unsafe for themselves and the people around them.
  - Wearing proper attire when time traveling, will that be provided in a package or will it need to be added to their budget when planning their trip
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## TIMELINE

1. Competitor research
2. Research target consumers
3. Schedule Consumers 1-on-1 interviews
4. Have consumers interviews
5. Find simulators from interviews
6. Compile all findings from interviews and research
7. Design prototype
8. Usability test
9. Finalize research plan