Go Vegan: Research Plan

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Project Background

Go Vegan Restaurant is a restaurant that serves delicious and healthy plant-based food without compromising taste or satisfaction, with the aim of inspiring and delighting guests towards vegan diets.

Research Goals

- Identify the target audience
- Determine the prevalence and popularity of meat-free diets, including vegan and vegetarian diets, among residents of the city of Maputo.
- Understand users' needs and preferences in relation to an online food delivery service.
- Analyze the effectiveness of the contact methods available for customers to communicate any complaints or suggestions related to orders.
- Evaluate the user experience when trying to track the progress of orders placed at the GoVegan restaurant, including the clarity and timing of the information provided.

Methodologies:

- Interviews: Conduct in-depth interviews with at least 5 vegan/vegetarian food enthusiasts to understand their motivations, experiences and challenges when ordering food online.
- Online Surveys: Distribute an online survey to a random sample of 20 vegan foodies in the Maputo area to assess awareness and accessibility of the vegan food delivery service.

- Usability Testing: Conduct usability testing with at least 3 participants, asking them to perform specific tasks such as placing an order, tracking the order, and providing feedback on the website experience.
- Research Findings: Analyze the results of interviews, surveys and usability tests to identify patterns of behavior, opportunities for improvement and valuable insights for improving the website and delivery service.

Main Questions:

- Interviews
    - How do you typically check if a restaurant offers delivery in your area?
    - Have you had any positive or negative experiences ordering vegan food online? Can you share a specific experience?
    - What are the main factors that influence your decision to order vegan food online?
    - How would you prefer to contact the restaurant to provide feedback or make complaints about your order?
    - How would you rate the importance of tracking the progress of a vegan food order?
- Online Surveys
    - Your age, gender and profession?
    - Of the following diet options that exclude or reduce meat consumption, which do you consider your favorite?
    - How often do you order vegan food online?
    - What preferred contact methods would you use to communicate any issues or concerns regarding your order?
    - On a scale of 1 to 5, how would you rate the importance of tracking the status of a vegan food order?

About the participants:

- Age: Between 18 and 65
- Gênero: Male and Female
- Vegan/vegetarian food lovers

Agenda

Day 1 and 2: Conduct In-Depth Interviews

Day 3 and 4: Distribute Online Surveys

Day 5: Analyze Survey Results