

UX Research Plan

Client: Maedo & Woo Chiropractic

Background

Maedo & Woo, a chiropractic clinic located in Orange County, CA, has been providing top-notch care to patients for 30 years. After a recent car accident, I became a patient of theirs and was impressed by the quality of their services. Despite their popularity and overflowing patient roster, they have yet to implement an online appointment system.

Problem

At Maedo & Woo chiropractic, the receptionist still relies on paper forms to schedule patient appointments and stores patient records in physical folders. Consequently, when a patient asks a question, the receptionist must sift through all relevant records to provide the necessary information. Similarly, when the patient schedules appointments or checks upcoming ones, the receptionist has to manually scan through each schedule book page to identify available time slots.

Research Goals

- Understand the chiropractic clinic market and the target audiences
- Learn about how existing clinic's patients service system operates
- Learn about the how the competitors of Maedo & Woo chiropractic are providing service to their patients
- Learn about competitors that does treatments similar/relates to chiropractors
- Get to know how people search and select chiropractic
- Learn about the experience with Maedo & Woo chiropractic

Research Questions

- Who are the target Audiences?
- How does a Chiropractic clinic operate to manage patients' visitings?
- Who are the main competitors and how do they serve/provide services to their patients besides the treatment?
- How do people choose their clinic to visit for their treatment?
- Which factors would affect people's decision on choosing the chiropractic?
- How do people make their appointments with the clinics?
- Are there any other clinics that are similar to Chiropractic?

Assumptions

1. Many clinics already adopted different operating strategies to maintain their patients
2. People are willing to book an appointment on any opened up time rather than calling and struggling to find a spot.
3. When searching for clinics for a treatment, Clinics that do not provide websites are not on the priority choice list
4. People who are circumspect, usually research more about the clinic's review and treatment.

Methodologies

Secondary Research

Market research:

- Understand how chiropractors and other similar clinics operates with websites to attract and provide services to their patients

Competitive Analysis:

- Analyze about how other chiropractic and similar clinics utilizes their websites to provide service to their patients

Primary Research

User Interview:

- Understand people's experience on choosing their clinics/chiropractor for their treatment as well as their preferences and concerns including experiences on choosing Maedo & Woo's chiropractic .

Participants:

- 5-10 participants (10-15 minutes each)
- Has experience with injury treatments with chiropractor or other similar clinic