

Second-life App Stakeholder Research Plan

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Title: Aligning Stakeholder Vision for the Second-life E-Waste App

Author: [Your Full Name], UX Researcher, [Your Email]

Date: [Insert Date]

Project Background

Second-life aims to address e-waste through a circular platform that enables recycling, refurbishing, and reselling electronics. To ensure alignment across departments (product, marketing, operations, tech), this study will capture key stakeholder goals, expectations, and concerns to guide a unified product vision.

Research Goals

- Understand stakeholder vision, KPIs, and success criteria
- Uncover concerns about adoption, logistics, and technical risks
- Align cross-functional priorities with product development phases
- Surface risks and mitigation strategies
- Establish a shared definition of MVP features

Research Questions

- What are your primary goals and expectations for the Second-life app?
- What operational/technical/marketing challenges do you foresee?
- Which user behaviors are you most focused on influencing?
- What KPIs matter most to you?
- What is your ideal app timeline and milestone breakdown?

Methodology

Approach: Semi-structured stakeholder interviews

Format: 1-on-1 interviews (30–45 mins) via video call

Tools: Google Docs, Zoom, Notion for synthesis

Participants

- Alex Johnson, Product Manager
- Emily Roberts, Marketing Director
- Sarah Lee, Head of Operations
- Michael Chen, CTO
- David Green, CFO

For MVP phase research, we are prioritizing internal strategic stakeholders. External stakeholders such as donors, community partners, and influencers will be engaged in future rounds to support outreach, partnerships, and scale.

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Sample Interview Script

- Can you describe your department's goals for the app?
- What does success look like to you?
- What concerns do you have about app performance, user adoption, or retention?
- What decisions need more data or research support?
- How can UX research and design better support your team?

Key Deliverables

- Stakeholder alignment map
- Risks and priorities matrix
- MVP definition document
- Cross-functional roadmap alignment notes

Second-life App Stakeholder Research Report

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Title: Aligning Stakeholder Vision for the Second-life E-Waste App

Author: [Your Full Name], UX Researcher, [Your Email]

Date: [Insert Date]

Research Objective

To uncover stakeholders' goals, concerns, KPIs, and expectations across product, marketing, operations, technology, and finance to inform MVP planning and cross-functional alignment.

Participants & Key Insights

- Alex Johnson – Product Manager
 1. Goals: Build a circular economy platform for recycling, refurbishing, and reselling electronics.
 2. Challenges: User adoption, logistics, and ensuring refurbished product quality.
 3. Vision: App should simplify recycling, include scheduling and tracking, and offer user incentives.
 4. KPIs: Items recycled, engagement, conversions to refurbished sales, satisfaction.
 5. Timeline: 6 months to launch MVP.
- Emily Roberts – Marketing Director
 1. Goals: Target eco-conscious millennials/Gen Z and parents via digital channels.
 2. Challenges: Building trust in refurbished quality, ensuring engagement.
 3. Strategies: Campaigns, influencer partnerships, rewards for early adopters.
 4. KPIs: Downloads, retention, engagement frequency, sentiment.
 5. Concerns: Need to proactively communicate product quality and reliability.
- Sarah Lee – Head of Operations
 1. Goals: Ensure scalable logistics and high-quality refurbishment.
 2. Challenges: Efficient item pickup/delivery, peak demand, repair capacity.
 3. Strategies: Centralized refurb hub, 3PL partnerships, off-peak incentives.
 4. KPIs: Pickup turnaround, refurbishment success, user logistics satisfaction.
- Michael Chen – CTO
 1. Goals: Build a secure, scalable, integrated app.
 2. Challenges: Scalability, 3rd-party logistics/payment integration.
 3. Strategies: Agile delivery, encryption, audit trails, performance monitoring.
 4. KPIs: Uptime, error rate, active users, latency, secure data handling.
- David Green – CFO
 1. Goals: Build a financially sustainable platform.
 2. Revenue Streams: Recycling fees, refurbished sales, partnerships, subscriptions.
 3. Budget: \$500k for build, \$200k for marketing.
 4. KPIs: ROI, CPA, revenue from refurbished items, profitability.
 5. Concerns: Balancing early costs with fast user growth.

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Thematic Analysis

Theme	Summary
User Trust	Every stakeholder emphasized the need for transparency and product reliability.
Logistics Complexity	Operations, Product, and Tech leaders foresee scaling challenges for all services
Marketing Expectations	Marketing seeks high engagement and advocacy from Gen Z and eco-aware groups.
Revenue Diversification	Financial goals rely on mixed revenue streams and early monetization efforts.
Tech Infrastructure	A secure, integrated, and scalable backend is essential.



Stakeholder Takeaways

- Focus MVP on **pickup scheduling, refurbished store, and incentives**.
- Embed **trust-building elements**: status tracking, quality guarantees, and educational content.
- Design app architecture for **scalability and integrations**.
- Prioritize **performance and security** from Day 1.

Second-life App Stakeholder Interview

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Stakeholder 01: Alex Johnson, Product Manager at Second-life

Interview Summary:

Date: [Date of Interview]

Objective: To gather insights into the business perspective, goals, and expectations from the e-waste recycling app project.

Questions and Responses:

1. Can you describe the main goals and objectives of the e-waste recycling app project?

- Response: *"Our main goal is to reduce electronic waste by providing an easy-to-use platform for users to recycle, refurbish, and purchase second-hand electronics. We aim to create a circular economy for electronics, making it convenient and rewarding for users to participate."*

2. What challenges do you foresee in achieving these goals?

- Response: *"Some potential challenges include user adoption, ensuring the quality of refurbished products, logistics of collecting and delivering items, and competing with existing recycling programs."*

3. How do you envision the app helping users with their e-waste management?

- Response: *"The app should provide clear and easy steps for users to schedule pickups for recycling, track the status of their items, and shop for refurbished products. It should also offer incentives, like cash-back or shopping credits, to encourage participation."*

4. What key performance indicators (KPIs) are you most interested in tracking?

- Response: *"We are particularly interested in tracking user engagement, the number of items recycled, the conversion rate of users purchasing refurbished products, and user satisfaction scores."*

5. What is your timeline for the project, and what are the critical milestones?

- Response: *"We aim to launch the initial version of the app within six months. Key milestones include completing the research phase, developing and testing the prototype, and running a beta test with a select group of users."*

Second-life App Stakeholder Interview

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Stakeholder 02: Emily Roberts, Marketing Director at Second-life

Interview Summary:

Date: [Date of Interview]

Objective: To gather insights on marketing strategies, target demographics, and expectations for user engagement with the e-waste recycling app.

Questions and Responses:

1. Can you describe the marketing strategies you plan to use for promoting the e-waste recycling app?

- Response: *"Our marketing strategy will focus on digital channels such as social media, email campaigns, and partnerships with eco-friendly influencers. We also plan to use targeted ads to reach tech-savvy and environmentally conscious consumers."*

2. Who do you consider to be the primary target audience for this app?

- Response: *"The primary target audience includes millennials and Gen Z who are tech-savvy and environmentally conscious. We also aim to reach parents who want to set a good example for their children regarding environmental responsibility."*

3. What kind of user engagement do you expect from the app, and how will you measure it?

- Response: *"We expect users to engage with the app regularly for recycling pickups and browsing refurbished products. Engagement metrics will include app downloads, active users, frequency of use, and user feedback ratings."*

4. How will you address potential user concerns about the quality and reliability of refurbished products?

- Response: *"We plan to have a rigorous quality control process and provide warranties for refurbished products. Clear communication about the refurbishment process and customer reviews will help build trust."*

5. What promotional events or campaigns do you have planned to encourage app adoption?

- Response: *"We will launch a campaign with an initial offer of extra rewards for the first few thousand users who recycle items through the app. Additionally, we will hold online webinars and live Q&A sessions to educate users about the benefits of e-waste recycling."*

Second-life App Stakeholder Interview

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Stakeholder 03: Sarah Lee, Head of Operations at Second-life

Interview Summary:

Date: [Date of Interview]

Objective: To gather insights into operational challenges, logistics, and expectations for the e-waste recycling app project.

Questions and Responses:

1. Can you describe the main operational challenges you foresee with the e-waste recycling app?

- Response: *“Coordinating the logistics for pick-up and delivery of electronic devices is a major challenge. Ensuring timely and efficient service while managing a potentially high volume of requests will require robust logistics planning and possibly partnerships with third-party logistics providers.”*

2. How do you plan to handle the refurbishment process for collected electronic devices?

- Response: *“We plan to establish a centralized refurbishment facility where devices will be inspected, repaired, and tested before being listed for resale. Quality control will be a key focus to ensure refurbished products meet high standards.”*

3. What KPIs are most important for monitoring the operational success of the app?

- Response: *“Key KPIs include turnaround time for pick-ups and deliveries, the success rate of refurbishment, user satisfaction with logistics services, and the overall volume of devices processed.”*

4. What strategies do you have in place to handle peak times or high volumes of recycling requests?

- Response: *“We are looking into scalable logistics solutions, such as on-demand pick-up services and flexible staffing models. We may also offer incentives for users to schedule pick-ups during off-peak times to balance demand.”*

5. How will you ensure the security and privacy of data on the devices being recycled?

- Response: *“Data security is a top priority. We will implement strict protocols for data wiping and offer certification to users that their data has been securely erased. Educating users on how to perform initial data wipes before handing over devices will also be part of our strategy.”*

Second-life App Stakeholder Interview

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Stakeholder 04: Michael Chen, Chief Technology Officer at Second-life

Interview Summary:

Date: [Date of Interview]

Objective: To gather insights into technical challenges, integration, and expectations for the e-waste recycling app project.

Questions and Responses:

1. Can you describe the main technical challenges you foresee with the e-waste recycling app?

- Response: *"One major challenge is ensuring the app's scalability to handle potentially high user traffic, especially during peak times. Another challenge is integrating various third-party services, such as logistics and payment gateways, seamlessly into the app."*

2. How do you plan to ensure the app's data security and user privacy?

- Response: *"We will implement robust encryption protocols for data storage and transmission. Regular security audits and compliance with data protection regulations will be a priority. Additionally, user data will be anonymized where possible to enhance privacy."*

3. What KPIs are most important for monitoring the technical success of the app?

- Response: *"Key KPIs include app uptime, response time, number of active users, error rates, and user satisfaction with app performance. Monitoring these metrics will help us identify and address technical issues promptly."*

4. How do you plan to handle updates and maintenance for the app?

- Response: *"We will follow an agile development approach, allowing us to release updates regularly. A dedicated maintenance team will monitor the app's performance and handle any issues that arise. User feedback will be crucial in prioritizing updates and improvements."*

5. What strategies do you have in place to handle potential technical issues during the app's launch?

- Response: *"We will conduct thorough testing, including stress tests, to identify and fix potential issues before launch. A contingency plan will be in place to address any unforeseen technical problems quickly. Additionally, we will have a support team ready to assist users during the initial launch phase."*

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Stakeholder 05: David Green, Chief Financial Officer at Second-life

Interview Summary:

Date: [Date of Interview]

Objective: To gather insights into financial considerations, budget allocation, and revenue expectations for the e-waste recycling app project.

Questions and Responses:

1. Can you describe the main financial goals for the e-waste recycling app project?

- Response: *"The primary financial goal is to create a sustainable business model that generates revenue through recycling fees, refurbishment sales, and potential partnerships. We also aim to secure funding and grants focused on environmental initiatives."*

2. What budget has been allocated for the development and marketing of the app?

- Response: *"We have allocated a budget of \$500,000 for the initial development phase, including design, development, and testing. An additional \$200,000 has been set aside for marketing and promotional activities to drive user adoption."*

3. What KPIs are most important for monitoring the financial success of the app?

- Response: *"Key financial KPIs include the cost per acquisition (CPA), return on investment (ROI), revenue generated from refurbishment sales, and the overall profitability of the recycling operations."*

4. How do you plan to ensure the app remains financially sustainable?

- Response: *"We plan to implement a subscription model for premium features, offer special deals on refurbished products, and explore partnerships with companies interested in bulk recycling. Continuous monitoring of expenses and optimizing operational efficiency will also be crucial."*

5. What are your revenue expectations for the first year of the app's launch?

- Response: *"We anticipate generating \$1 million in revenue during the first year, primarily through refurbishment sales and service fees. This estimate is based on market research and projected user adoption rates."*