

Second-life App User Research Plan

UCI DCE Creativity and Product Development Professional Certificate – Design Thinking Course

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

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

Date: [Insert Date]

Project Background

This plan focuses on gathering qualitative and quantitative insights from target users to shape the platform's user journey, features, and messaging. Insights will help define personas, validate pain points, and guide feature prioritization.

Research Goals

- Identify e-waste disposal habits and challenges
- Understand motivations and hesitations toward recycling and refurbishing
- Define what users value in second-hand electronics
- Validate demand for key features (e.g., pickup scheduling, incentives, transparency)
- Build foundational personas and journey maps

Research Questions

- How do users currently handle old electronic devices?
- What are the key pain points with recycling today?
- What would motivate users to recycle or buy refurbished items?
- What hesitations exist around refurbished electronics?
- What app features would increase their trust and engagement?

Methodology

- Data Collection Methods:
 1. User interviews (30–45 mins, remote)
 2. Online surveys (optional)
 3. Competitor benchmark comparisons
- Analysis:
 1. Thematic coding of qualitative insights
 2. Quantitative trend identification from surveys
 3. Persona and journey map creation

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Participants

- Jane Doe, 35, Tech Enthusiast
- John Smith, 45, Office Worker
- Mary Johnson, 29, Environmental Advocate
- Lisa Wong, 40, Small Business Owner
- Chris Thompson, 50, IT Manager

Sample Interview Script

- How do you currently handle unused electronics?
- What challenges do you face when trying to recycle?
- What would make you more likely to use a recycling app?
- Would you buy refurbished electronics? Why or why not?
- What would increase your confidence in such a service?

Key Deliverables

- 3–5 user personas with goals, pain points, behaviors
- Journey maps for typical recycling/refurbishing flows
- User needs & feature prioritization list
- Recommendations for MVP feature set and UX tone

Second-life App User 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 explore user attitudes toward e-waste, identify recycling pain points, and validate desired features to inform personas, journey maps, and feature design.

Participants & Insights

- Jane Doe (35, Tech Enthusiast)
 1. Behavior: Keeps unused electronics; sometimes gives away.
 2. Pain Points: Lack of awareness, long lines at drop-offs.
 3. Wants: Easy pickup scheduling, recycling transparency, and incentives.
 4. Refurbishment View: Positive if warranty included.
 5. Suggestions: Show recycling status and user stories to build trust.
- John Smith (45, Office Worker)
 1. Behavior: Stores old electronics due to uncertainty.
 2. Pain Points: Inconvenience, unclear process.
 3. Wants: Pickup service, process tracking, and visual environmental impact.
 4. Refurbishment View: Supports it if quality is guaranteed.
 5. Suggestions: Prioritize usability and instructions clarity.
- Mary Johnson (29, Environmental Advocate)
 1. Behavior: Recycles when possible, donates functional items.
 2. Pain Points: Inconvenience, low awareness among public.
 3. Wants: Pickup, item tracking, recycling details, and educational content.
 4. Refurbishment View: Strong supporter if products are guaranteed.
 5. Suggestions: Add community features and frequent recycler rewards.
- Lisa Wong (40, Small Business Owner)
 1. Behavior: Stores e-waste; occasionally donates.
 2. Pain Points: Infrequent events, lack of reporting.
 3. Wants: Pickup scheduling, detailed processing reports, and loyalty program.
 4. Refurbishment View: Open if cost-effective with warranty.
 5. Suggestions: App should support bulk recycling and offer education tools.
- Chris Thompson (50, IT Manager)
 1. Behavior: Coordinates certified recycling; time-consuming.
 2. Pain Points: Manual coordination and reporting.
 3. Wants: Bulk scheduling, compliance reports, integration with inventory tools.
 4. Refurbishment View: Supportive for sustainability and cost control.
 5. Suggestions: Add professional tools and training modules.

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Thematic Analysis

Theme	Insight
Convenience is Key	Every user emphasized easy scheduling and clear process flow.
Trust & Transparency	Users want proof of secure data disposal and recycling practices.
Education Matters	Many users suggested educational tips and visual proof of impact.
Incentives Work	Rewards and credits increase my willingness to participate.
Positive View of Refurbished	Most would buy refurbished if quality, price, and warranty were right.

User-Centered Design Takeaways

- Prioritize a **streamlined scheduling system** with live tracking.
- Emphasize **data security and visible recycling steps**.
- Offer **rewards and loyalty systems** for active recyclers.
- Include **educational sections** and **environmental impact feedback**.
- Design with **trust and clarity** to increase adoption.

Second-life App User Research Participant Interview

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Participant 01: Jane Doe, 35, Tech Enthusiast

Interview Summary:

Date: [Date of Interview]

Objective: To understand the participant's current methods and challenges in handling old electronic devices and gather feedback on potential app features.

Questions and Responses:

1. How do you typically handle old electronic devices?

- Response: *"I usually keep them in a drawer because I am not sure how to dispose of them properly. Occasionally, I give them to friends or family if they are still working."*

2. What are your thoughts on e-waste?

- Response: *"I think it's a significant problem that needs more attention. There are not enough convenient options for recycling electronics, so many people just throw them away or keep them indefinitely."*

3. Have you ever used e-waste recycling services? If so, please describe your experience.

- Response: *"I used a local recycling event once, but it was inconvenient because I had to drive to the location and wait in a long line. It wasn't very user-friendly."*

4. If there were an app to help you manage old electronic devices, what features would you like it to have?

- Response: *"I would like it to offer easy scheduling for pickups, provide information on how my devices will be recycled, and give me incentives like discounts or rewards for participating."*

5. Would you consider buying refurbished or second-hand electronic products? Why or why not?

- Response: *"Yes, I would consider it if the products were in good condition and come with a warranty. It's a more affordable and environmentally friendly option."*

Additional Comments:

Jane mentioned that clear communication and transparency about the recycling process would increase her trust and willingness to use the service. She also suggested integrating into a community feature where users can share their experiences and tips on recycling.

Second-life App User Research Participant Interview

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Participant 02: John Smith, 45, Office Worker

Interview Summary:

Date: [Date of Interview]

Objective: To understand the participant's behavior and attitudes towards e-waste and gather feedback on desired app features.

Questions and Responses:

1. How do you typically handle old electronic devices?

- Response: *"I usually keep them in storage because I am not sure where to recycle them, and I don't want to throw them away due to environmental concerns."*

2. What are your thoughts on e-waste?

- Response: *"I believe e-waste is a growing problem that needs more attention. More convenient recycling options would encourage people to dispose of their electronics responsibly."*

3. Have you ever used e-waste recycling services? If so, please describe your experience.

- Response: *"I haven't used any specific recycling services yet because they seem inconvenient or require too much effort on my part."*

4. If there were an app to help you manage old electronic devices, what features would you like it to have?

- Response: *"I would like it to have easy scheduling for pickups, detailed tracking of the recycling process, and incentives like discounts on new or refurbished products."*

5. Would you consider buying refurbished or second-hand electronic products? Why or why not?

- Response: *"Yes, if the products come with a guarantee of quality and are priced competitively. It's a more sustainable option and can save money."*

Additional Comments:

John mentioned that clear instructions and user-friendly navigation are essential for him. He also suggested integrating a feature where users can see the environmental impact of their recycling efforts, such as how much waste they have diverted from landfills.

Second-life App User Research Participant Interview

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Participant 03: Mary Johnson, 29, Environmental Advocate

Interview Summary:

Date: [Date of Interview]

Objective: To understand the participant's environmental concerns, behavior towards e-waste, and gather feedback on potential app features.

Questions and Responses:

1. How do you typically handle old electronic devices?

- Response: *"I try to recycle them whenever possible, but sometimes it's challenging to find convenient recycling options. I've also donated working devices to local charities."*

2. What are your thoughts on e-waste?

- Response: *"E-waste is a significant environmental issue. Many people are unaware of the proper ways to dispose of their old electronics, which leads to harmful environmental impacts."*

3. Have you ever used e-waste recycling services? If so, please describe your experience.

- Response: *"Yes, I've used a few local recycling services. While the experience was generally positive, the process could be more convenient and streamlined."*

4. If there were an app to help you manage old electronic devices, what features would you like it to have?

- Response: *"I would like features such as easy scheduling for pickups, tracking the status of my recycled items, detailed information on the recycling process, and rewards for recycling frequently."*

5. Would you consider buying refurbished or second-hand electronic products? Why or why not?

- Response: *"Absolutely. Buying refurbished or second-hand products is a great way to reduce waste and save money. However, the products must be reliable and come with some form of guarantee or warranty."*

Additional Comments:

Mary emphasized the importance of educational content within the app to inform users about the environmental benefits of recycling e-waste. She also suggested community features where users can share tips and success stories related to e-waste reduction.

Second-life App User Research Participant Interview

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Participant 04: Lisa Wong, 40, Small Business Owner

Interview Summary:

Date: [Date of Interview]

Objective: To understand the participant's current methods of handling e-waste, challenges faced and gather feedback on desired app features.

Questions and Responses:

1. How do you typically handle old electronic devices?

- Response: *"As a small business owner, I often end up with outdated equipment. I usually store them until I find a proper way to recycle them. Sometimes, I donate them to local schools or community centers."*

2. What are your thoughts on e-waste?

- Response: *"E-waste is a critical issue that needs more attention. Many small businesses struggle with proper disposal due to a lack of convenient recycling options and clear guidelines."*

3. Have you ever used e-waste recycling services? If so, please describe your experience.

- Response: *"I have used a few recycling events organized by the local government. The experience was generally positive, but the events were infrequent, making it difficult to rely on them consistently."*

4. If there were an app to help you manage old electronic devices, what features would you like it to have?

- Response: *"I would like features such as easy scheduling for pickups, real-time tracking of the recycling process, and detailed reports on how the devices are recycled. Incentives for regular recycling would also be a great addition."*

5. Would you consider buying refurbished or second-hand electronic products? Why or why not?

- Response: *"Yes, I would consider it if the products were reliable and come with warranties. It's a cost-effective solution for small businesses and helps reduce environmental impact."*

Additional Comments:

Lisa suggested that the app should also provide educational resources on e-waste management and offer tips on extending the life of electronic devices. She believes this would encourage more responsible behavior among users.

Second-life App User Research Participant Interview

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Participant 05: Chris Thompson, 50, IT Manager

Interview Summary:

Date: [Date of Interview]

Objective: To understand the participant's current methods of handling e-waste, challenges faced and gather feedback on desired app features.

Questions and Responses:

1. How do you typically handle old electronic devices?

- Response: *"As an IT manager, I oversee the disposal of outdated equipment for my company. We follow a process that includes data wiping and donating or recycling devices through certified programs."*

2. What are your thoughts on e-waste?

- Response: *"E-waste is a significant environmental concern. Proper disposal and recycling are essential to prevent harmful substances from polluting the environment. Companies have a responsibility to manage their e-waste correctly."*

3. Have you ever used e-waste recycling services? If so, please describe your experience.

- Response: *"Yes, we work with certified e-waste recycling companies. The experience is generally positive, but it can be time-consuming to coordinate pickups and ensure all devices are properly processed."*

4. If there were an app to help you manage old electronic devices, what features would you like it to have?

- Response: *"Features like bulk scheduling for pickups, tracking the recycling process, and generating compliance reports would be very useful. Integration with inventory management systems would also streamline the process."*

5. Would you consider buying refurbished or second-hand electronic products? Why or why not?

- Response: *"Yes, as long as the products meet our quality standards and come with warranties. It's a cost-effective solution that supports sustainability goals."*

Additional Comments:

Chris suggested that the app could also offer training modules on proper e-waste management for IT professionals. This would ensure that companies are better equipped to handle their e-waste responsibly.