

# UX RESEARCH PLAN

## Cat Collab Responsive Website

### Authors and Stakeholders

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Stakeholders: Self. This is an independent project meant for helping non-profits and activists.

### Background

Community Cat Collab is a hypothetical non-profit focused on utilizing the trap, neuter, release method (TNR), to control the feral cat population and keep the cats out of shelters. These cats are either feral and unaccustomed to people, or unwanted pets who were abandoned, and prefer to stay undomesticated. By partnering with other nonprofits, volunteers, shelters, animal control, and veterinarians, they want to focus on facilitating TNR efforts.

### Research Goals

What is the data that validates that TNR works?  
How do people get started with volunteering?  
How would someone go about reporting a cat or a colony?  
What are the existing methods and tools used for collaboration?  
What are the steps and considerations for a TNR process?  
What are the major frustrations and obstacles in this effort?  
How do we reach out and get organizations, groups, and vet clinics involved?

### Methodologies

Secondary research - what is the existing research on the topic?  
Competitor Analysis - what are the current solutions being used?  
User Interviews - gaining insights from personal experiences and knowledge  
Field Study - witnessing an on location TNR in progress to get a first-hand understanding (if able to be coordinated within the project timeframe)

### Participants

Ages 28 - 34  
Active in TNR efforts  
All female  
2 have full time work  
1 employed by a nonprofit

### Timeline

Secondary Research - 2 days (reading articles, FAQ, referrals, resources)  
Competitor Analysis - 1 day (scan some of the major organizations' websites)  
User Interviews - 1 week (recruit, schedule, conducting)  
Synthesize findings - 1-2 days (affinity map, persona, emotional journey)  
Presentation - 1 day (research slide deck)