

# UX Research plan

## Project Background:

Ricoh USA currently operates its leasing process offline, which involves manual coordination between Ricoh sales teams, vendors, and administrative staff. This process is time-consuming and lacks efficiency. Ricoh aims to digitize the leasing process to streamline operations and enhance customer experience.

## Research Goals:

- Identify the key requirements and preferences of stakeholders for a digital leasing platform.
- Understand the current offline leasing process in detail.
- Identify pain points in the current process for both vendors and the Ricoh team.
- Understand the needs and expectations of vendors and RFS admin from a digital leasing process.

## Target Audience:

- Vendors who will apply for lease
- Ricoh RFS admin who validate the documents and create the final order

## Methodology:

### Internal Stakeholder Interviews

This will help me understand business requirements and long term goals of the platform alongside any pain points that users might be facing.

### User Interviews (4 vendors and 3 RFS admins, 30-45 minutes each)

This will help me understand how vendors are currently applying for a lease and how and where RFS admins are involved in the current leasing process, what are their needs and expectations from the digital platform.

## Timeline

Week 1: Conduct stakeholder interviews

Week 2: Conduct user interviews

Week 3: Analysis of interview responses