

| <b>Research Context</b><br>Why are we doing this? What impact do we hope to achieve?<br><br>Hip hop lyrics are often compiled with layers of meaning with intricate wordplay<br><br>The aim is to empower hip hop fans to engage with the music on a new level with new found understanding                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                              | <b>Research Objectives</b><br>What do we want to learn?<br><br>What type of resources users find most useful<br><br>What problems do users face when trying to understand hip hop lyrics<br><br>What aspects do users find most important to explore? ie. rhyming techniques, storytelling, social and cultural references |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
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| <b>Assumptions</b><br>What do we think we know?<br>Fans like and appreciate hip hop music but struggle to understand deeper meanings due to a lack of knowledge of local slang or technical terms<br><br>Users will benefit from a platform that blends education with entertainment                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Hypotheses</b><br>What do we think will happen?<br><br>How will we know when it's proven? |                                                                                                                                                                                                                                                                                                                            |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
| <b>Existing Evidence</b><br>What current research exists? E.g. analytics, market research, past insights.<br>Platforms like Genius and Rap Genius give annotated lyrics but don't have that engaging and immersive experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                              | <b>Target Audience</b><br>Who is our target audience for this research?<br>Hip hop fans aged 18-35 who want to further understand the genre<br><br>Casual and curious listeners                                                                                                                                            |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
| <b>Methodology</b><br><table border="1"> <thead> <tr> <th>Which research method do we use?</th> <th>What does this prove or validate?</th> <th>Which are relevant participant profiles?</th> </tr> </thead> <tbody> <tr> <td>Surveys</td> <td>understand user needs and pain points</td> <td>All</td> </tr> <tr> <td>Interviews - one on one</td> <td>deeper look into how they currently use platforms and what they wish they had on them</td> <td>All</td> </tr> <tr> <td>Analysing competitors</td> <td>Identify gaps in the market and where there can be innovation</td> <td>All</td> </tr> <tr> <td>Usability testing</td> <td>Gather feedback on functions</td> <td>All</td> </tr> </tbody> </table> |                                                                                              |                                                                                                                                                                                                                                                                                                                            |  | Which research method do we use? | What does this prove or validate? | Which are relevant participant profiles? | Surveys | understand user needs and pain points | All | Interviews - one on one | deeper look into how they currently use platforms and what they wish they had on them | All | Analysing competitors | Identify gaps in the market and where there can be innovation | All | Usability testing | Gather feedback on functions | All |
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| Surveys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | understand user needs and pain points                                                        | All                                                                                                                                                                                                                                                                                                                        |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
| Interviews - one on one                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | deeper look into how they currently use platforms and what they wish they had on them        | All                                                                                                                                                                                                                                                                                                                        |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
| Analysing competitors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Identify gaps in the market and where there can be innovation                                | All                                                                                                                                                                                                                                                                                                                        |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |
| Usability testing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Gather feedback on functions                                                                 | All                                                                                                                                                                                                                                                                                                                        |  |                                  |                                   |                                          |         |                                       |     |                         |                                                                                       |     |                       |                                                               |     |                   |                              |     |