

Known things	What needs discovery	How we'll discover it	Learning goals
<p>SubReddit <i>ComidGookRequest</i> has been active for two years</p> <p>Comics Podcaster suggestion requests fall into two groups:</p> <ul style="list-style-type: none"> 1 - New readers wanting to get into comics not knowing where to start 2 - 'Established' comics readers looking for books to give young readers <p>Google search for "get comics recommended" returns 29,300,000 results, mostly lists of capes comics.</p> <p>North American 2016 comics sales, as reported by Chomicron, show \$55 mill increase from 2015 due to graphic novel sales via book selling channels.</p> <ul style="list-style-type: none"> * Diamond monopolizes distribution and only reports what retailers order, not what individuals purchase in shops. * They don't allow returns of unsold stock <p>Quora interviews with comic shop owners show new readers rarely come in looking for movie related comics. More often they're coming in curious about comics because of movies and buy something unrelated.</p> <p>Trades/graphic novels are attractive because:</p> <ul style="list-style-type: none"> 1- It's an entire story in one book 2- They're easy to store 3 - Can be bought in any non-comics book shop 	<ul style="list-style-type: none"> * How often do people who buy comics look to have something recommended? * Do comics buyers rely on word of mouth or in-person suggestions? * Would comics buyers use an app to get and send suggestions? * Would they want it to work like social media? * Would they prefer just a 'solo' experience with a database over interacting with other buyers? * Who are most valued sources for recommendations * Do people want suggestions for trades more than new series still in floppies? * Do technology platforms do comics buyers use most? * Would comics readers pay for an app? * Would comics readers prefer a free website that was supported via advertisers? * Is there a preference for indie comics among those seeking recommendations? * What demographics are recommended comics being purchased for? * How often do comics buyers act on recommendations? 	<p>Questionnaire</p> <ul style="list-style-type: none"> * Demographics * Basic motivations * Purchase & suggestions preferences <p>Secondary research</p> <ul style="list-style-type: none"> * Technology available * Any other contextual information <p>Interviews</p> <ul style="list-style-type: none"> * Interest and preferred channels for comics recommendations * More about motivations and habits * What they would want or expect from a recommendations app 	<p>How often people who buy comics look to have something recommended and via what sources.</p> <p>If comics buyers looking for suggestions prefer graphic novels over single issues, series to standalones, etc.</p> <p>How often comics readers act on book suggestions to make purchases.</p> <p>Establish what user expectations would be for an app that recommends comics.</p> <p>Contextual information that helps confirm findings in questionnaire and interviews.</p> <p>Discover any unknown challenges.</p>