

# Registry Creation Motivations Study

**Author:** Jess Huang, Sr. Product Designer

**Stakeholders:** [REDACTED]

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## Background

As we are investigating methods of improving/increasing registry activation (defined as 1+ purchases made from a registry), we have identified a gap in our knowledge of users' motivations, desires and behaviors around registry creation.

## Goals

Identify users' motivations for registry creation and perceptions of Babylist registries and provide recommendations for improvement or areas of focus.

## Research Questions

1. What are users' motivations for initially creating a registry?
2. What features or functionality are users looking to find in a registry?
3. Are users aware of features and functionality offered by Babylist?

## Methodology

- 10 participants (+2 alternates)
- In-person interviews in the Babylist office (1 hour each)
- \$50 incentive - Babylist or amazon gift card

## Participants

- First-time mothers between the ages of 22 and 37 ("millennials" as defined by Pew Research)
- Currently in their second trimester (due dates roughly Oct 25 2018 to Jan 17 2019)
- Based in or able to travel to Oakland, CA (Babylist HQ)
- Plan to use a baby registry OR have already created a registry
- Have not yet had a baby shower

## Schedule

**Recruiting:** Aug 6-10

**Study days:** Aug 13-17

**Results delivery:** week of Aug 20

## Recruiting Message

👩 Currently pregnant (or know someone who is) in the San Francisco Bay Area?

We're looking for your wisdom! If you're interested in participating in a one-hour in-person interview next week (Aug 13-17) at our downtown Oakland office (close to BART), let us know in the link below!

All participants receive a \$50 gift card, and your advice will help thousands of expecting parents. 🙌 We'd love to have you join us!

*Forums:* Babylist Social (Instagram, FB, Twitter?), Facebook Mom Groups

## Screenener

Screenener via Google Forms

1. Hi there! What is your name?
  - a. [text input]
2. And your email address?
  - a. [text input]
3. Are you currently pregnant?
  - a. Yes → Continue
  - b. No → REJECT
4. Congrats! How far along are you?
  - a. 1st trimester (1-12 weeks) → REJECT
  - b. 2nd trimester (12-24 weeks) → Continue
  - c. 3rd trimester (24+ weeks) → REJECT
  - d. Not sure → REJECT
5. Do you have any other children?
  - a. Yes → REJECT
  - b. No → Continue
6. Are you planning to create a baby registry?
  - a. Yes → Continue
  - b. No → REJECT
  - c. I already have a baby registry → Continue
7. Will you be having a baby shower?
  - a. Yes → Continue
  - b. No → REJECT
  - c. I already had a baby shower → REJECT
8. If selected for this study, would you be able to join us for approximately one hour at our office in downtown Oakland (near BART, directions will be provided)?
  - a. Yes → Continue
  - b. No → REJECT
  - c. Not sure → Continue

