UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Usability study for The Cycle * **Author:** Brian Thompson, UX Designer, brianthompson072@gmail.com * **Stakeholders**: Cycle Spot Executives including Alicia Warren (Head of Marketing), and Michael Douglas (Head of online sales). . * **Date**: January 1st, 2022 * **Project background**: We’re creating a website to help those who want to buy and customize their bike of their choice. We need to find out if the main user experience, building a customized bike, is easy for users to complete. We’d like to understand the specific challenges users face when navigating, customizing, and ordering their custom bikes. * **Research goals**: Determine if users are able to build a custom bike, and go through the navigation process. Determine if the website is difficult to use. |
| **Research**  **questions** | * How long does it take users to build a customized bicycle in the bike builder? * Do users understand how to navigate to the bike builder section? * Do users think the app is easy or difficult to use? * Are there any parts of the checkout process that users are having difficulties with? * Do users know how to add items to their cart? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * User error rates * Drop-off rates * Conversion rates |
| **Methodology** | * Unmoderated Usability Study * Located: United States, remote * Date: Sessions will take place on January 2nd-3rd * Length: Sessions will last 30 minutes * Compensation: $15 gift card to Starbucks for participants in the study |
| **Participants** | * Participants are those that have no experience to intermediate knowledge of online shopping. Also those that like to ride their bike and cycle as a hobby. * Two males, two females, and one non-binary individual. Age ranging from 28-55. One person will have a visual impairment. * Study is accessible with a screen reader. |
| **Script** | * What questions will you ask study participants? * When your full script is ready, insert it here, along with some design mockups to provide context. In the meantime, add “TBD.”  1. An introduction 2. A warm-up 3. Tasks for each participant to complete 4. Follow-up questions for each task |