UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Usability study for Breathe app * **Author:** Brian Thompson, UX Designer, email: knightrider1117@outlook.com * **Stakeholders**: Breathe App senior executives, Sarah Gonzales (Head of marketing) and Bryce Williamson (Director of Sales) * **Date**: January 4th, 2022   **Project background**: We’re creating an app to provide a guided tool for those that need mental health resources. We need to find out if the main user experience of finding mental health resources is easy for users to complete. We’d like to find the specific challenges users experience when searching, navigating, the app.   * **Research goals**: We would like to see if there is a need for the Breathe App and if it is a good financial investment. Figure out if users can complete the core tasks within the app. |
| **Research**  **questions** | * What are the questions your research is trying to answer? * What difficulties is the user experiencing searching for resources? * Are users able to complete a daily task without frustrations? * Are there parts of the user flow where users get stuck? * Do users think the app is easy or difficult to use? |
| **Key Performance Indicators**  **(KPIs)** | * How can you measure progress toward the research goals? * KPIs might include: Time on task, use of navigation vs. search, user error rates, drop-off rates, utilization rates, progress of mental health |
| **Methodology** | * How will you collect data? How will you analyze the data once you get it? * Unmoderated Study * Location: United States, Remote (participants perform the study at home) * Date: Sessions will take place January 6th-7th * **Length: 30 minutes** * **Compensation: $25 gift card to Dunkin for participating in the study.** |
| **Participants** | * Participants are ranging from ages 16-26, minorities, 2 males, 2 females, and one visually impaired individual. * The study is accessible with a screen-reader. |
| **Script** | During the unmoderated study  A list of prompts appears on the device screen:   * Prompt 1: go through the steps to create an account with Breathe   Follow up: How easy or difficult was this task to complete? Is there anything you would change about the process?   * Prompt 2: Complete a daily task   Follow up: How easy or difficult was this task to complete? Is there anything you would change about the process?   * Prompt 3: Search for a mental health resource:   Follow up: How easy or difficult was this task to complete? Is there anything you would change about the process?  After unmoderated study:  Participants will complete the system usability scale:   * Participants will score the following 10 statements by selecting one of the five responses that range from strongly disagree to strongly agree. * I think that I would use this app frequently * I find the app unnecessarily complex * I think the app is easy to use * I need the support of a technical person to be able to use this app * I find the app easy to navigate * There is inconsistency within the app * I imagine that most people would learn to use this app quickly * I feel confident using the app * I need to learn a lot of things before I can start using this app * The main user flow is clear |
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