UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Usability of Stargaze App * **Author:** Brian Thompson, UX Designer, knightrider1117@outlook.com. * **Stakeholders**: Cinematic, movie theater company and group of investors. * **Date**: 12/26/2021 (Update the date listed every time you edit this plan) * **Project background**: We’re creating a new app to help people purchase movie tickets hassle free. Before launching we need to figure out if getting tickets through our app is easy for users to do. We’d like to understand what specific challenges our users might face in the ordering, process and how we can help them fix those challenges. * **Research goals**: Figure out if users can complete the core tasks within the app. |
| **Research**  **questions** | * How long does it take a user to select a movie and book tickets and or food and drinks from start to finish? * What can we learn from the steps users take to book their tickets? * Are there any parts where users get stuck? * Does the app provide a convenient or frustrating experience for the user? * How many times does a user use the app to get their movie tickets vs in person? |
| **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, conversion rates, system usability scale (SUS) |
| **Methodology** | **Procedures for the test:**   * Give users an introduction to the study and tasks * Have users navigate through the app to order movie tickets and other items. * 5 participants, each completing study on their own * After session, participants will fill out a short questionnaire   **Time and location:**   * Location: United States, remote: users will do the study in their own home. * Date: Sessions will take place December 20 and 21. * Each session will last 60 minutes   **Person conducting the test:**   * Brian Thompson   **Incentive:**   * Gift card of $20 to use at the Coffee House |
| **Participants** | * **Participants Primary Characteristics:**   + Preferably Buys movie tickets and goes to the movies at least once a month (but doesn’t have to)   + Full-time or part-time workers, students, and parents   + Two males, Two females and one nonbinary individual between ages 16-50   + One person will have a visual impairment   + Study is accessible for use with a screen reader and switch device |
| **Script** | **Intro**:   * Welcome to the Stargaze App research study. * Before we begin, do I have the consent to take both audio and video recordings of this interview? * As a reminder, this is not a test, so when going through the activities there is no right or wrong answer. * In this interview we will be collecting data to improve the users experience with the Coffee House App. Your answers will help us make a better experience for people that will use the app.   **Basic Questions:**   * Do you live in an area where there are a lot of movie theaters? * How often do you go to the movies? * How do you normally buy your tickets? * Who do you usually go to the movies with? * What do you do for work?   Awesome! If you are ready, lets go ahead and move to the tasks that you will be working on.  **Prompt 1:**   * **S**elect a movie that you would want to watch   **Prompt 1 follow-up:**   * How was this experience for you? * Did you find anything difficult about selecting a movie? * What instructions in the app did you find that helped you to buy your tickets? Which ones were not so helpful? Why?   **Prompt 2:** Find a movie theater where you would want to watch the movie and select the date and time you want to see your movie.  **Prompt 2 follow-up:**   * How was this experience for you? * Did you find anything difficult about finding a movie theater through the app? * What instructions in the app did you find that helped you place your order? Which ones were not so helpful? Why? * What differences did you experience with ordering for one person versus a group of people?   **Prompt 3:** Select your seats, tickets, and viewing experience  **Prompt 3 follow-up:**   * Where you able to select your seats, tickets, and viewing experience? * What could make the process better?   **Prompt 4:**   * Checkout and complete the order for the tickets for the movie that you have selected   **Prompt follow-up:**   * How do you feel about paying for the tickets in the app? * How did you feel about the Stargaze app as a whole?   What features would you like to see in the Coffee House app?  Finished Interview:  Awesome! Thank you so much for your time today. Do you have any additional questions? This will conclude the interview. |