

Introduction	<ul style="list-style-type: none">● Title: Creating an organic bird-feed mobile app● Author: Adjany Armenta, UX researcher, adjanyarmenta@gmail.com● Stakeholders: Organic bird customers● Date: 15-12-2023● Project background: I'm creating this app to help people choose the right food for their birds, so they can feel confident about the choices they make when feeding their birds.● Research goals: Figure out if filters can help people to choose the right food for their birds.
Research questions	<ul style="list-style-type: none">● Do the filters help users make better decisions about buying the right food for their birds?● What criteria do users consider when selecting bird food for their pets?● What specific challenges do users face in finding the appropriate bird food for their pets?● Are there specific types of filters that users find more helpful or intuitive in the decision-making process?● What information or features do users believe would enhance the effectiveness of filters for choosing bird food?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● User error rates● Conversion rates.
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Mexico, remote (participants will go through the usability study in their own homes).● Two participants complete the ordering tasks on their own.● Each session will last 25 minutes and will include an introduction, a list of tasks, and a short questionnaire.
Participants	<ul style="list-style-type: none">● Bird owners● Incentive: \$10 gift card redeemable online
Script	Intro:



Before we begin, do I have your consent to take both audio and video recordings of this interview?

I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.

If you have any questions, please don't hesitate to ask.

This data is being collected to help enhance the BirdFeed app, specifically in understanding how filters can assist users in selecting the right food for their birds.

Basic questions:

Do you have pet birds?

How often do you feed your birds?

Can you describe the factors you consider when selecting food for your birds?

Do you have a preferred brand or type of bird food?

Can you talk me through a typical day in terms of caring for your birds?

Great! If you're ready, let's move on to the tasks you'll be working on.

Prompt 1:

Open up the BirdFeed app on your phone and create an account

Prompt 1 follow-up:

How easy do you feel it is to create an account? What was easy and what was challenging?

Prompt 2:

If I said, "Select a product based on a small type of bird and add it to the cart," would you know what to do?

Prompt 2 follow-up:

Try it out now, please.

Prompt 2 follow-up:

Did you find anything confusing?

Prompt 3:

Login to the BirdFeed app and add a reminder to feed your pet (Note: You can't create a reminder for this exercise)

Prompt 3 follow-up:



How do you feel about the process? What was easy and what was challenging?

Prompt 4:

Finally, Buy a product and complete the checkout

Prompt 4 follow-up:

How do you feel about using filters to help choose the right food for your birds within the app? What are your feelings about the amount of time it took to complete?

Prompt 5:

How do you feel about the BirdFeed app overall, especially in relation to using filters to make decisions about your birds' food? What did you like and dislike about it?

- Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree:
 - I think that I would use this app frequently.
 - I found the app unnecessarily complex.
 - I thought the app was easy to use.
 - I think that I would need the support of a technical person to be able to use this app.
 - I found the various functions in this app were well integrated.
 - I thought there was too much inconsistency in this app.
 - I would imagine that most people would learn to use this app very quickly.
 - I found the app very cumbersome to use.
 - I felt very confident using the app.
 - I needed to learn a lot of things before I could get going with this app.
 - I found the payment system frustrating.
 - I found the ordering process cumbersome