Introduction	● **Title:** Usability study of for Hestia's Kitchen app ● **Author:** Amirtha Rajan PKS, Consultant at Capgemini, amirtharajanpks@hotmail.com ● **Stakeholders**: Moder restaurant senior executives, including Abilash (VP of sales) and Naruto (Chief Marketing Officer) ● **Date**: 22/05/2021 **Project background**: We're creating a new app to help people order and schedule their food delivery. We need to find out if the main user experience, ordering and scheduling our food, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching, scheduling, and ordering processes. ● **Research goals**: Determine if users can complete core tasks within the prototype of the Hestia's Kitechen app. Determine if the Hestia's Kitchen app is difficult to use. Research questions
Research questions	● How long does it take a user to select and order food in the app? ● What can we learn from the user flow, or the steps that users take, to order for delivery? ● Are there parts of the user flow where users get stuck? ● Are there more features that users would like to see included in the app? ● Do users think the app is easy or difficult to use?
Key Performance Indicators (KPIs)	● Time on task. ● Conversion rate. ● System Usability Scale
Methodology	● Unmoderated usability study ● **Location**: Ney York, remote (each participant will complete the study in their own home) ● **Date**: Sessions will take place on March 12 (normal business hours) and March 13 (after hours) ● **Length:** Each session will last 5 to 10 minutes, based on a list of prompts ● **Compensation**: $20 Target gift card for participating in the study

Participants	- Participants are all users with full-time jobs and who go out for activities more than once a week. - Home cook couple - People between age of 23-28 who are unmarried
Script	- During the unmoderated usability study A list of prompts appears on the device screen - Prompt 1: Pick a Food and schedule your delivery for order. - Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a order delivery? - Prompt 2: Select a food item. - Prompt 3: Confirm booking of a your food items and complete the checkout process. - Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change? - Prompt 4: From the home page, figure out where you would go to edit delivery address. - Prompt 5: How did you feel about this Hestia's Kitchen app overall? What did you like and dislike about it? After the unmoderated usability study Participants will complete the System Usability Scale - Participants will score the following ten statements by selecting one of 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
Schedule	- Recruitment starts: June 1 - Study dates: June 12-13 - Results available: July 1