

Introduction	<ul style="list-style-type: none">• Title: Creating a Coffee House mobile app for ordering• Author: Anne Korhonen• Stakeholders: customers, other design and developing team members• Date: 10/2022• Project background: This app is especially for making large group orders which will save time, prevent errors in the order and make the experience more satisfying for customers.• Research goals: Is using the app time saving when compared to the previous actions. Can users of this prototype complete certain tasks and how they feel about that process.
Research questions	<ul style="list-style-type: none">• How long does it take to make a group order and get it?(average)• Are there fewer errors in mobile order than live order?• How long does it take to make order in coffee shop and get the final order?• Is there any parts where it is hard to continue?• How are users feeling while using the app prototype?• Is there anything users would add to the proto?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">• Time on task• User error rate• Conversion rate
Methodology	<ul style="list-style-type: none">• Unmoderated usability study.• I would conduct this study during the 8-12am on monday 17.10.22 and tuesday 18.10.22. In the city centre of Helsinki.• There would be 6 participants, each completing the study in their own.• Each task would last about 30-60min. There are introduction, tasks and questionnaire. After the study participants get a coupon for buying a free coffee next time.
Participants	<ul style="list-style-type: none">• Participants are busy people who are making often (at least twice a week) coffee orders (especially group) in the certain coffee shop. Ideally they would be working close to the coffee shop and their age would be 20-45 years, two females, two males, two nonbinary. One of them should use some assistive technology.



Script

Intro:

- Hello! Now it is time for a research study. Is it okay if I record this interview so I can analyze this situation later? This is not a test for you so no right or wrong answers. Only interesting information and points to consider I can get from this study. This study is going to help for creating an app for making a coffee orders so you are giving me valuable information by participating on this, so thank you beforehand. If you want to ask something, feel free to do so.

Basic questions:

- Where do you live? Can you describe the place in more detail.
- Are there coffee shops in your area? If there are, is there any favourite and why it is the best?
- How many times you order a coffee from a store?
- Why do you order from a coffee store?
- Do you make coffee in your home or in the office?
- Do you order for yourself or is there any group orders you make?
- Can you describe your normal workday?
- Can you describe your day when you are not working?

If you have no questions we can move into the tasks.

Prompts:

Open the coffee house app and make a order for yourself.

What was easy and what was challenging? Is there any changes you would make in that process?

Then make a group order.

What was easy and what was challenging? Is there any changes you would make in that process?

What are your thoughts of this app overall. What do you like and what you don't? Is there anything you would delete or add to this?

