Ethan Green's Recipes app | UX Research Study | Design process 7

Introduction	**Title:** Usability study of Ethan Green's login page **Author:** Aslan-G M, UX designer student, example@example.conn **Stakeholders:** Login page and website builders executives, including Ethan Green **Date:** 09/09/2023 **Project background:** We're creating a login page for Ethan Green, a food critic who wants to connect his audience among each other while he can also analyze his statistics and create more content to keep growing his website. We'd like to understand the challenges that users might find while login, adding their name/username, email or phone number, and their password and if they are able to personalize their experience by uploading a profile image and completing option fields. **Research goals:** Determine if users can complete core tasks within the prototype of the login function. Determine if the login page is difficult to use.
Research questions	1. How intuitive was the login process for you? Did you find it easy to locate where to log in? 2. Were the login input fields clearly visible and easy to understand when you arrived at the page? 3. Did you experience any difficulties or confusion while trying to log in? 4. Were you able to differentiate between the login option and the registration option? 5. How would you rate the overall design and layout of the login page? 6. Were there any elements on the login page that caught your attention in a positive or negative way? 7. Did you feel secure providing your credentials on the login page? Why or why not? 8. Were the error messages, if any, helpful in guiding you when you encountered issues during login? 9. Did you receive any feedback or guidance on password requirements during the login process? 10. How satisfied are you with the speed and responsiveness of the login page? 11. Did you notice any options for social media sign-in (e.g., "Sign in with Google" or "Sign in with Facebook")? Did you find these options useful?

	12. Were there any distractions or unnecessary elements on the login page that could have affected your experience? 13. How likely are you to remember your login credentials for future visits to the website/app? 14. Were there any particular aspects of the login process that stood out to you as either positive or negative? 15. Were you able to easily recover your password or access account recovery options if needed? 16. Were there any aspects of the login page that you feel could be improved to enhance the user experience? 17. Can you suggest any additional features or functionalities that you would like to see on the login page to make it more user-friendly? 18. How long does it take for a user to want to log in? 19. What can we learn from the user flow, or the stops the users take to login or sign up into their account?
Key Performance Indicators (KPIs)	- Time on task - User eros rates - Drop-off rates - Conversion rates
Methodology	- Unmoderated usability study - Location: United States, remote (each participant will complete the study in their own home) - Date: Sessions will take place on august 27 from 7 am to 5 am and august 28 from 9 am to 5 pm - Length: Each session will last 10 to 30 minutes based on the time each user could take to complete actions and answer the research questions - Compensation: $25 Amazon gift card for participating in the study
Participants	Participants are food enthusiasts and foodies, tech-savvy users, senior users and first time users
	During the unmoderated usability study A list of prompts appears on the device the user is using. First, the task would be given as a PDF so they can go and check back if needed. Then they will answer the questions of the prompt and share with us what they think about the login page - Prompt 1: Navigate through Ethan's website - Prompt 2: Try see more content on the website - Prompt 3: Create an account - Prompt 4: Login your account - Prompt 5: Check account status, permissions and preferences

Script	• Prompt 6: Interact with your account
	After they finish with the prompts, they will complete unmoderated usability study questions for a login page UX research study.

Initial Impressions:
  - What are your first thoughts when you see the login page?
  - How visually appealing do you find the login page?
  - Is there anything specific that stands out to you on this page?

Navigational Clarity:
  - Can you quickly identify where to log in on this page?
  - How intuitive is the placement of the login button?
  - Were you able to locate the login form without any difficulties?

Login Process:
  - Walk us through the steps you would take to log into your account.
  - Did you encounter any challenges while entering your credentials?
  - How confident do you feel about completing the login process successfully?

Error Handling:
  - What would you do if you entered an incorrect username or password?
  - Were error messages clear and helpful when you made a mistake?
  - How would you rate the guidance provided to resolve login errors?

Forgotten Password:
  - Imagine you forgot your password. How would you go about resetting it?
  - Is the "Forgot Password" link easily noticeable and accessible?
  - Did you find the password reset process straightforward?

Account Recovery:
  - How would you recover your account if you no longer have access to your email?
  - Did you find the account recovery options adequate and user-friendly?

User Feedback:
  - As you interact with the login page, please think aloud and share your thoughts.
  - Were there any aspects of the login page that you particularly liked or disliked?
  - How could the login process be improved to make it more user-friendly for you?

	Security Assurance:
	   - How confident do you feel about the security of your login information?
	   - Were there any visual cues or indicators that reassured you about the page's security?
	   - What additional security measures would you like to see on this login page?
	
	General Usability:
	   - On a scale of 1 to 10, how easy was it for you to navigate and interact with the login page?
	   - Were there any elements on the page that you found confusing or unclear?
	   - If you were to suggest one improvement for the login page, what would it be?

Schedule	● Recruitment starts: August 12 ● Study dates: August 27-28 ● Results available: September 08