

Introduction	<ul style="list-style-type: none">● Title: Creating an online book store app for Booklover● Author: Bhawani, UX researcher at NPower Canada. Email: bhawanikhadka9@gmail.com● Stakeholders: Student from School, College and old man, Kathmandu, Nepal● Date: 6/28/2022● Project background: We are creating a Booklover app to inspire people for study more books in our online system. We notice that our competitors offer variety of books with nice platform and they are very successful. So, we also want to create a product that is going to improve user reading ability and their satisfaction.● Research goals: We would like to figure out what specific difficulties users are facing when they are trying to complete the online Booklover app like how to user find items, they like to go threw navigation, search bar, or visiting all pages for ordering.
Research questions	<ul style="list-style-type: none">● How long does it take for user to select item and order a book in the app?● Are there any button or link make users confuse when they are processing for order?● Are users able to order the book that they want?● Are the payment methods being reliable and easy for the customer?● What can we learn from the steps users took to order a book?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task● use of navigation vs. search● user error rates
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Nepal, remote (participants will go through the usability study in their home with own device)● Date: Sessions will take place between June 29 to July 6.● Five participants will order a book through the app and each participant will complete a questionnaire on their experience.● Each session will last 30 to 35 minutes, that include introduction, list of tasks and some questions.



Participants	<ul style="list-style-type: none"> • Participants are students from college and school and also old man who are reading books online at least twice a week. • Participants form small city and having their reliable internet connection • Participants are 3 Male, 1 Female and old Man, aged between 13 – 67 years old • All participants have different ability like: <ul style="list-style-type: none"> - Technology friendly - Language barriers (English is second language) - Low vision • Incentive: Thank you note with nice design card.
Script	<p>Intro:</p> <ul style="list-style-type: none"> • Brief introduction about who we are, why we are gather and ask for permission to take video and audio recordings of interview. • Make a participants clear about there is no “right” or “wrong” answer, just we want to honest feed back. • Prompt 1: From the create profile screen <ul style="list-style-type: none"> ○ Prompt 1 follow up: How easy or difficult was it to create profile? Is there anything you want to add or change for your favour? • Prompt 2: Select a book from home screen <ul style="list-style-type: none"> ○ Prompt 2 follow up: How did you feel about the process you have chosen to find your item? Was that challenging? • Prompt 3: Form the category screen, search items by category <ul style="list-style-type: none"> ○ Prompt 3 follow up: Could you please tell me, was this screen make you confusing? Is there anything you would like to change? • Prompt 4: From the checkout screen <ul style="list-style-type: none"> ○ Prompt 4 follow up: How do you feel about the process of payment method? Is their anything you want to add? • Prompt 5: <p>Did you face any barriers to complete your order? What did you like and dislike about this app?</p>

