UX research study — Dog walker app example

Introduction	• **Title:** Usability study of dog walker app • **Author:** Elena Ramos, UX researcher at Google, eramos@g.com • **Stakeholders**: Dog walker app senior executives, including Lisa Gerber (VP of Sales) and Marie Martinez (Chief Marketing Officer) • **Date**: 3/6/2021 • **Project background**: We're creating a new app to help people find and schedule dog walkers. We need to find out if the main user experience, finding and scheduling a dog walker, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching, scheduling, and reservation processes. • **Research goals**: Determine if users can complete core tasks within the prototype of the dog walker app. Determine if the dog walker app is difficult to use.
Research questions	• How long does it take a user to find and book a dog walker in the app? • What can we learn from the user flow, or the steps that users take, to book a dog walker? • 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**: United States, 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**: $25 Target gift card for participating in the study
Participants	• Participants are all dog owners with full-time jobs and who go out for activities more than once a week. • Two males, two females, and one nonbinary individual, between the ages

	of 20 and 75. One participant is a person with a visual impairment. • The study is accessible for use with a screen reader and a switch device.

Script	**During the unmoderated usability study**
	A list of prompts appears on the device screen
	• **Prompt 1:** Pick a date and time to schedule a dog walker.
	  ○ **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 dog walker?
	• **Prompt 2:** Select a dog walker.
	• **Prompt 3:** Confirm booking of a dog walker 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 your address.
	• **Prompt 5:** How did you feel about this dog walking 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: March 1 • Study dates: March 12-13 • Results available: April 1