

Introduction

- **Title:** Creating a user and admin facing jewelry mobile app for a person in Brooklyn, NY
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- **Stakeholders:** A person who lives in Brooklyn
- **Date:** 05/24/2021
- **Project background:** I am creating an e-commerce mobile Jewelry app that will be both user and admin facing. It will attract and retain customers in the online system. A dedicated mobile app for my client will make her stand out amongst local creative competition.
- **Research goals:** User Facing: Include a “Try it on yourself” feature.
Admin Facing: Making uploading products more accessible

Research questions

- How easy is it for users to use the app?
- How can we improve the steps taken to the checkout process?
- Are there any parts in the checkout process where users were confused?
- How long does it take the user to use the “Try it on” AR feature?
- Is the AR feature easy to use?

Key Performance Indicators (KPIs)

- Time on task: How long does it take for the users to use the app
- Use of AR feature: Is it straightforward enough for users to understand?
- User error rates: How often do users get stuck on trying to checkout?
- Conversion rates: How many times is the AR feature being used?
- System usability scale (SUS): A questionnaire to evaluate user feedback.

Methodology

- Unmoderated usability study
- Location: United States, remote (participants will go through the usability study in their own homes)
- Dates: Took place on May 20th 2021
- 2 participants went through the checkout process



	<ul style="list-style-type: none"> • Each session lasted for 15th to 25 minutes.
Participants	<ul style="list-style-type: none"> • Participants are anyone that knows how to work an app. • Participants should be between ages 18 and 50. • Incentive: A thank you upon completion.
Script	<ul style="list-style-type: none"> • Prompt 1: From the home screen navigate to the product page and then to the “Try it on” AR Feature <ul style="list-style-type: none"> ○ Was the AR feature noticeable? • Prompt 2: From the AR feature navigate back to the product page to add something to the cart <ul style="list-style-type: none"> ○ Was the process easy and straightforward? If not, what can be improved? • Prompt 3: From the product page navigate through the checkout process <ul style="list-style-type: none"> ○ How easy or difficult was it to navigate through the checkout process?