Title: Creating a user and admin facing jewelry mobile app for a person in Brooklyn, NY Author: Kimberly Swinton, UX Engineer at Google. Email: kswinton@google.com 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 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? 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. 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		
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	Each session lasted for 15th to 25 minutes.
	Participants are anyone that knows how to work an app.
Participants	Participants should be between ages 18 and 50.
	Incentive: A thank you upon completion.
	 Prompt 1: From the home screen navigate to the product page and then to the "Try it on" AR Feature Was the AR feature noticeable?
Script	 Prompt 2: From the AR feature navigate back to the product page to add something to the cart Was the process easy and straightforward? If not, what can be improved?
	 Prompt 3: From the product page navigate through the checkout process How easy or difficult was it to navigate through the checkout process?