UX Research Study — Restaurant Scheduling App

Google UX Design Certificate

Introduction

- **Title:** Creating a restaurant reservation app

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- **Stakeholders:** Chernka's senior executive , KruaAroi's CEO and CFO , including Lalisa Black (Senior Sales)

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- **Project background**: We're creating an app that helps people find restaurants that respond to their needs as much as possible ,such as the right location, right food kind , reasonable price along with restaurant's interior design .We created a Chernka app to attract the users in an online system. We realize that there are lots of people that are working fulltime job and has no time to update these news therefore we want to create a product that can complete people that living in this lifestyle.Therefore we need to find if the main users of this kind of app (the restaurant reservation app) find the app easy or hard to use.We'd like to understand the specific challenges that users might face in the process of finding/reserving the table.

- **Research goals**: We would like to determine if users can complete core tasks within the prototype of the scheduling app and study if the existing app provides enough information that users need to know before the booking process.

Research questions

- How long does it take a user to find and book the restaurant in the app?

- What can we learn from users flow, or the steps that users take to book a restaurant?

- Are there any parts of the user flow that get stuck or confused?

- Is there enough information for the users to decide and book the restaurant?

- Are there more features that the users would like to see included in the app?

- Do users think the app is easy or difficult to use?

- Are the users able to successfully find the restaurant that matches their needs?

Key Performance Indicators (KPIs)	- Time on Task : How much time users spend before booking the restaurant? - Navigation vs. search : To measure use of navigation vs. search, count the mouse clicks or taps on navigation-related parts of your design, and compare that to the number of times a query is entered into the search bar. - User error rates : How often users get stuck trying to book the restaurant? - System Usability Scale (SUS) : A questionnaire to evaluate customer feedback
Methodology	- Unmoderated usability study - Location : Bangkok Thailand, remote (participant will go through the usability study in their own home) - Date : Session will be held in 15 June and 19 June - Length : each session will last 5 to 19 mins based on lists of prompt
Participants	- Participants are all full time jobs or People who are very busy in daily life that have no time to find or observe restaurants in town. - Participants must go out at least once a week. - Participant should be in the age between 18-75 Must include at least one non binary individual Must include at least person who visual impairment The study is accessible for use with a screen and switch device - Compensation : 500baht starbuck gift card for participating the activity

Script	During the unmoderated usability study a list of prompts appear on the device screen.
	
	   - Prompt 1 : Pick a date and food kind that users want to have
	    Prompt 1 follow up : How easy and difficult was this task to complete ? Is there anything you would change about the process of scheduling a restaurant? - Prompt 2 : Selects the amount of guests and time that the users will come and arrive
	    Prompt 2 follow up : How easy and difficult was this task to complete ? Is there anything you would change about the process of scheduling a restaurant? - Prompt 3 : Select a restaurant
	    Prompt 3 follow up : How easy and difficult was this task to complete ? Is there anything you would change about the process of selecting/choosing a restaurant?

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- Prompt 4 : Select the table and the menus
    - Prompt 4 follow up : How easy and difficult was this task to complete ? Is there anything you would change about the process of filling in the guest amount and menu?

- Prompt 5 : Confirm booking and complete the checkout process
    - Prompt 5 follow up : How easy and difficult was this task to complete ? Is there anything you would change about the confirming?

- Prompt 6 : From the homepage , figure out where you would go to edit your address.

- Prompt 7 : How did you feel about this restaurant scheduling app ? What did you like or dislike about it?

    After the unmoderated usability study,Participant will complete the System Usability Scale.Participant will score the following ten statement by selecting one of 5 response that range from strongly disagree to strongly agree

    - I think that i would use this app frequently
    - I find the app unnecessary 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 the navigate
    - There is inconsistency within the app
    - I imagine the most people would learn to use this app quickly
    - I feel confident using the app
    - I need to learn a lot of thing before i can start using this app
    - The main flow is clear.