UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Creating Marigold Mold, a flower catalogue app * **Author:** Marjan, UX researcher, Marjan.abbasifar@gmail.com * **Stakeholders**: Marigold Mold customers * **Date**: 12-25-2023 * **Project background**: We are creating a Marigold Mold app for people who are interested in popular and rare flower and plants and concern about accessibility of the app for people with disability and also about quality of flowers. * **Research goals**: Figure out if additional information option on keeping the flowers and plants in video file would be effective for people or not. |
| **Research**  **questions** | * How long does it take for 4 to 5 participants find which flower or plant is suitable for their condition * How can we learn from users' concerns about the maintenance of plants and flowers if they will be informed by the information provided for them in the app or searching by their own? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * User error rates * Conversion rates * System usability scale |
| **M ethodology** | * Unmoderated usability study * **Location**: Iran, remote (each participant will complete the study in their own home) * **Date:** Session will take place on February13 (normal business hours) and February 14 (after hours) * **Length:** Each session will last 5 to 10 minutes, based on the list of prompts * **Compensation:** 20$ target gift card for participating in the study |
| **Participants** | * Participants are all users who are interested in flowers and plants, and also users who want to order flowers or plants as a gift for someone else. * Two males two females and one nonbinary individua, between the ages of 18 and 75 * One participant is a person with dyslexia who cannot read long texts. * The maintenance file on flowers and plants is available on video file for people with dyslexia or hearing problems**.** |
| **Script** | * **During the unmoderated usability study**   A list of prompts appears on the device screen   * **Prompt 1:** open up the Marigold Mold appon your phone and choose a specific category among others, then choose a product.   Do your best to talk to me through your thought process.    Prompt 1 follow up: how easy do you feel during the mentioned process? What was easy and what was challenging for you?   * **Prompt 2: if I said "order a product" would you know what to do?**   Prompt 2 follow up: try it out know, please.  Prompt 2 follow up: did you find anything confusing?   * **Prompt 3:** how do you feel about the elements on payment page?   Prompt 3 follow up: is there any confusing part in the payment page?  Prompt3 follow up: is there any extra option you would prefer to add in this page?   * **Prompt 4:** finally check out the order * **Prompt5:** how do you feel about the Marigold Mold app overall?What did you like or dislike about it?   **After unmoderated usability study**   * Participants will core following ten statements by selecting one of the five responses from "strongly disagree" to "strongly agree." * I think that I use this app frequently * I find the app unnecessarily complex * I think the app is easy to use * I need the support of 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 this app * I need to learn a lot of things before I can start using the app * The main user flow is clear |