UX Research Study — Plan

Introduction	● **Title:** Creating a mobile payment app for Tsai's Food. ● **Author:** Mary Tsai, UX researcher at restaurant. Email: mary@gmail.com ● **Stakeholders**: Tsai's Food customers, Tsai's food CEO and CFO ● **Date**: 7/15/2021 ● **Project background**: We're creating a mobile payment app to attract and retain customers who don't want to waste time on finding changes for a meal. We noticed that our competitors successfully offer elaborated apps for their customers to order through. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction. ● **Research goals**: We'd like to figure out what significant difficulties users encounter when they try to complete the tasks of the Tsai's food app: ordering, in-app navigation, and in-app payment.
Primary research questions	● How long does it take for a user to order and pay meal they choose in the app? ● Are users able to successfully order the food they want? ● What can we learn from the steps users took from ordering to paying through the app? ● Are there any parts of the ordering and paying process where users are getting stuck? ● Is the payment process easy for the customer?
KPIs	● Time on task: how much time users spend completing an order ● Conversion rates: how many meals customers are ordering ● User error rates: how often users get stuck trying to paying on the meal they want ● System Usability Scale: a questionnaire to evaluate customer feedback

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Methodology	• Unmoderated usability study • Location: Taiwan, remote (participants will go through the usability study in their own homes) • Date: Sessions will take place between August 9-16. • 7 participants will order a meal and pay with mobile payment through the app. Each participant will then complete a questionnaire on their experience. • Each session will last for 20-25 minutes

Participants	• Participants are anyone who orders out at least once a week.
	• Participants need to be an adult who has a job.
	• Participants should be between 25 and 55.
	• Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including:
	    ○ 1 user of assistive technologies
	    ○ 1 user with a visual impairment
	    ○ 1 user with an auditory impairment
	    ○ 1 user who isn't fluent in Chinese
	• Incentive: an NTD$50 coupon to Tsai's Food upon completion of the questionnaire.

Script	• Prompt 1: From the home screen, create a profile
	    ○ Prompt 1 Follow-Up: How easy or difficult was it to create a profile? Is there anything you would change about the process?
	
	• Prompt 2: Start selecting a meal
	    ○ Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of starting a meal order?
	
	• Prompt 3: Choose any type of credit cards you want to pay
	    ○ Prompt 3 Follow-Up: How easy or difficult was the paying process? Is there anything you would change?
	
	• Prompt 4: Confirm your order and complete the checkout process
	    ○ Prompt 4 Follow-Up: How easy or difficult was it to complete your order? Is there anything you would change?
	
	• Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses

that range from Strongly Agree to Strongly disagree:

- I think that I would use this app frequently.
- I thought the app was easy to use.
- I think that I would need the support of a technical person to be able to use this app.
- I thought there was too much inconsistency in this app.
- I found the app very cumbersome to use.
- I found the ordering process cumbersome.
- I felt very confident using the app.
- I needed to learn a lot of things before I could get going with this app.
- I found the payment system frustrating.