UX Research Study — Plan Google UX Design Certificate

| **Introduction** | * **Title:** Creating ordering app for CoffeeHouse * **Author:** Preet Sharma, UX researcher, preetsharma9699@gmail.com * **Stakeholders**: CoffeeHouse customers, CoffeeHouse CTO and CEO * **Date**: July 3rd, 2022 * **Project background**: We’re creating a CoffeeHouse App to help people place orders at any time (24X7 services), so that they can get their cup of coffee at their home at any time and They can also reserve their table prior , so that they don’t wait for empty table in the store. * **Research goals**: We’d like to figure out if reserve table option is really helpful for the customers or not and what specific difficulties users encounter when they try to complete the core tasks of the CoffeeHouse app. |
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| **Research**  **questions** | * Is reserve table option helpful for you? * Are there any parts of the ordering process where users are getting stuck? * Have you faced any difficulty while ordering your favourite drink through app? * Is the payment process easy for the customer? * How long does it take for a user to select and order a drink in the app? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task: how much time users spend ordering a drink. * User error rates: how often users get stuck trying to order the drink they want. * Conversion rates: how many drinks a week customers are ordering. * System Usability Scale: a questionnaire to evaluate customer feedback. |
| **Methodology** | * Unmoderated usability study * Location: Canada, remote (participants will go through the * usability study in their own homes) * Date: Sessions will take place on July 7th and 8th. * 5 participants will order a drink and reserve table through the app. Each participant will then complete a questionnaire on their experience. * Each session will last for 40 minutes. |
| **Participants** | * Participants are anyone who orders out at least twice a week. * Participants should be from different age groups. * 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 English   * Incentive: a $15 CoffeeHouse gift voucher redeemable at any location or online after completion of the questionnaire. |
| **Script** | * Introduction :   ○ Before we start, Do I have your consent to record the audio and video recordings of this interview.  ○ I want to know you that your private information will not be shared with anyone except few team members.  ○ I want to know you that this is not a test. There is no right and wrong answer and none of your responses will be considered as wrong.  ○ If you have any questions , please do not hesitate to ask.  ○ This data is being collected to help us make ordering and reserving drinks easier. Your Answers will help us to make the app easier for people to use.  ○ Basic questions :  1)- Do you often visit coffee shop?  2)- Do you have a favorite coffee shop?  3)- How many times a week you order for a drink from a store?  4)- Do you usually book a table before going for a drink in store?  ○ Great! If you are ready then let’s move into the tasks you will be working on.   * Prompt 1: From the home screen, create a profile   ○ Prompt 1 Follow-Up: How easy or difficult was it to create a  Profile?  ○ Prompt 1 Follow-Up: Is there anything you would change about the process?   * Prompt 2: Customize a drink for yourself   ○ Prompt 2 Follow-Up: Is it easy or difficult for your to customize your drink?  ○ Prompt 2 Follow-Up: Is there anything we can improve?   * Prompt 3: Reserve a table for yourself   ○ Prompt 3 Follow-Up: How much helpful is this feature for you?   * Prompt 4: Checkout and complete the order.   ○ Prompt 4 Follow-Up: How do you feel about paying for different orders and for reserving a table in the same transaction?  ○ Prompt 4 Follow-Up: What are feelings about the amount of time it took to complete?   * Prompt 5: How was your experience after using CoffeeHouse App.      * Have the participant complete the System Usability Scale. Participants are asked to score the following 5 items with one of five responses that range from Strongly Agree to Strongly disagree:   ○ I thought the app was easy to use.  ○ I found the various functions in this app were well integrated.  ○ I think that I would use this app frequently.  ○ I needed to learn a lot of things before I could get going with this app.  ○ I found the payment system frustrating. |