UX Research Study — Plan Template

Introduction

- **Title:** Creating a Cash Register app for a trendy tailor

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- **Stakeholders**: Ali Khwaja from Cash with Ease, Inam Bukhari from Stitch and save

- **Date**: 01-07-23

- **Project background**: We are building a Cash Register app for a trendy tailor in town to help them register their cash online without being in the hassle of penning it down everytime. Other shopkeepers and marketplaces can also use this app to keep track of their cash online to save time and data.

- **Research goals**: Figure out if registering cash online actually helps them save time and data and if it is easy to use by laymen.

Research questions

- How long does it take for the tailor to register his cash online in our app?
- How easy is it for them to use it in their daily life?
- Does it contain assistive technologies to cater people with disabilities?
- How aesthetically pleasing the app is to the users?
- How useful it seems to keep the data of the users safe?

Key Performance Indicators (KPIs)

- Time on task
- Navigation vs Search
- drop-off rates
- conversion rates
- usability scale (SUS)

Methodology

- Unmoderated usability study
- Location: Bahria Town Lahore, Liberty Market Lahore
- Date: Sessions will take place during the week of July 11, 2023
- Length: Each session will last 5 to 10 minutes, based on a list of prompts,
- with a SUS following the study
- Compensation: Tailoring goodies will be provided, Like a pair of scissors, variety of buttons, etc

Participants

- 2 male tailors, with one user of assistive technologies
- 2 Female tailors, with one less formal education
- 1 non-binary tailor

Script

- How are you feeling today?

Are you comfortable if I record this interview for my project?

A list of prompts appears on the device screen

- **Prompt 1**: If I said, let's set up the Cash Register app to enter the latest

payment you have received via Cash, how will you do it?
Was it easier for you to navigate the register Cash option through your phone?
● Prompt 2: Let's open the cash register app in a web browser on a desktop computer.
Now try to enter the cash on the desktop. How would you go about doing that?
○ Prompt 2 follow-up: Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?

● Prompt 3: Let's say you now wanted to delete your latest entry . How would you do that?
○ Prompt 3 follow-up: Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?

● Prompt 4: Finally, try adding the information of the available inventory
○ Prompt 4 follow-up: Was this particular feature or functionality useful? Why or why not? What was easy and what was Challenging?

After the unmoderated usability study
Participants will complete the System Usability Scale
● Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
○ I think that I would use this feature frequently.
○ I find the feature unnecessarily complex.
○ I think the feature is easy to use.
○ I need the support of a technical person in order to use this feature.
○ I find the various functions in this feature to be well integrated.
○ I think there is inconsistency in this feature.
○ I imagine that most people would learn to use this feature quickly.
○ I feel confident using the feature.
○ I need to learn a lot of things before I can use this feature.
○ The main user flow to create a label is clear.