UX Research Study

Introduction	● **Title:** Create an app to predict stock levels in a shop ● **Author:** Dennis, UX Designer Intern, dennis@ai.com ● **Stakeholders**: Shop Owner, Shop Employees ● **Date**: 1 June 2022 ● **Project background**: A machine learning app is created to allow employees to check stock levels for each item so that the stocks can be replenished from time to time ● **Research goals**: We are looking into how users use the app and getting their feedback to improve it
Research questions	● How often do you use the app daily? ● Please rate the app usefulness to you: Rank 1-5 ● Please describe your problems using the app
Key Performance Indicators (KPIs)	● Time on task ● User error rates
Methodology	● Unmoderated usability study ● **Location**: Malaysia, within the shop ● **Date**: 1 – 7 July 2022 (Participants will be notified in advance) ● **Length**: At most 15 minutes for the interviews
Participants	● Participants are those employees who purchase, stocking up and team leaders.
Script	● Introduction: Get consent first from participants. Remind them to be open to share and feedback on the app. ●

- Prompt 1: Open the app and try to login
- Prompt 2: Look at the main menu and select
- Prompt 3: Enter the stock data
- Prompt 4: Submit the data for prediction
- Prompt 5: Logoff the app and ask for user feedback on usage overall