UX Research Study Google UX Design Certificate

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| **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 |