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| **Introduction** | * **Title:** Food Saver App * **Author:** June Clark, Ph.D. Researcher at AppDesign Consulting. Email: jclark@appdesign.net * **Stakeholders**: Food Saver org * **Date**: 01/10/2021 * **Project background**: We want to test the usability and desirability of the food waste reduction features in the product. We think these features and functionalities will make it easier to use more of the food that users purchase, but we haven’t validated with potential users. * **Research goals**: We’d like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Food Saver app: updating available foods, finding recipes, and tracking leftovers. |
| **Primary research**  **questions** | * How long does it take for a user to find a recipe? * What can we learn from the steps users took to pick a recipe? * Are there any parts of the recipe selection process where users are getting stuck? * Are users able to find recipes that leverage the food they already have available? * Are users interested in tracking the food they have, the leftovers they have, and the extra ingredients after prepping a recipe? |
| **KPIs** | * Time on task: how much time users spend picking a recipe * Conversion rates: how many people create accounts to track food waste * System Usability Scale: a questionnaire to evaluate customer feedback |
| **Methodology** | * Unmoderated usability study * Location: Australia, remote (participants will go through the usability study in their own homes) * Date: Sessions will take place between February 15-22 * 7 participants will use the app to find a recipe that uses food items close to expiration * Each session will last for 30-60 minutes including the test and interview questions |
| **Participants** | * Participants are anyone concerned about the amount of food they waste and would like to learn more * They don’t have to currently do anything to limit food waste * Members of the testing group need to reside in urban, suburban, and rural areas * Two males, two females, and one nonbinary individual, aged 18 to 65 years old * One user of assistive technologies (keyboard, screen reader) * Incentive: a $25 electronic gift card to a local farmer’s market |
| **Script** | * Prompt 1: Review any food that’s about to expire   + Prompt 1 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process? * Prompt 2: Select a recipe to cook   + Prompt 2 Follow-Up: How easy or difficult was the recipe selection process? Is there anything you would change? * Prompt 3: Complete the recipe and add used items to the shopping list   + Prompt 3 Follow-Up: How easy or difficult was it to add items? Is there anything you would change? * Prompt 4: How did you feel about the app overall? What did you like and dislike about it? * 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 found the app unnecessarily complex.   + 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 found the various functions in this app were well integrated.   + I thought there was too much inconsistency in this app.   + I would imagine that most people would learn to use this app very quickly.   + I found the app very cumbersome to use.   + I felt very confident using the app.   + I needed to learn a lot of things before I could get going with this app |