

Create a low-fidelity prototype in Adobe XD

Plan and conduct a usability study for a low-fidelity prototype

- Video:** Plan a UX research study  
3 min
- Reading:** Learn more about planning a UX research study  
10 min
- Practice Quiz:** Activity: Plan a UX research study  
1 question
- Reading:** Activity Exemplar: Plan a UX research study  
10 min
- Video:** Conduct a usability study  
2 min
- Reading:** Learn more about conducting a usability study  
10 min
- Video:** Reduce bias in a usability study  
4 min
- Practice Quiz:** Self-Reflection: Determine how to reduce bias in your own studies  
1 question
- Practice Quiz:** Activity: Conduct a usability study for a low-fidelity prototype  
1 question
- Reading:** Activity Exemplar: Conduct a usability study for a low-fidelity prototype  
10 min
- Video:** Analyze and synthesize research results  
2 min
- Reading:** Learn more about analyzing and synthesizing research results  
10 min
- Practice Quiz:** Activity: Analyze and synthesize the results of a usability study  
1 question
- Reading:** Activity Exemplar: Analyze and synthesize the results of a usability study  
10 min
- Discussion Prompt:** Share insights from your usability study  
10 min

Iterate on designs based on research findings  
Week 4 review

Activity Exemplar: Plan a UX research study



Exemplar

Here is a completed exemplar of a research plan for an online clothing store called Tee's Shirts. This exemplar is a completed version of the activity we asked you to do. We have provided an exemplar so you can compare your own work with an example that meets all the criteria. We also include an explanation of how the example fulfills the expectations for the activity that we outlined.

To see the completed exemplar of the research plan, click the link below and select "Use Template."

Link to exemplar: [Usability Study - Tee's Shirts](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

Google UX Design Certificate - Usability Study - Tee's Shirts  
DOCX File

Introduction	<ul style="list-style-type: none"><li>Title: Usability study of Tee's Shirts website</li><li>Author: Pramad Adwoni, UX researcher at Google, padwoni@g.com</li><li>Stakeholders: Tee's Shirts executives, including Yolanda Dubenko (Head of Online Sales) and Adam Rodriguez (Chief Marketing Officer)</li><li>Date: 5/26/2021</li><li>Project background: We're creating a website to help online shoppers find the shirts they want in the sizes they want and at the prices they want. We need to find out if the main user experience, locating and ordering shirts, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the browsing, customizing, and ordering process.</li></ul>
Research Goals	<ul style="list-style-type: none"><li>Determine if users can complete core tasks within the Tee's Shirts website.</li><li>Determine if the website is difficult to use.</li></ul>
Research questions	<ul style="list-style-type: none"><li>Can users find the product they are looking for?</li><li>Do users understand how to add things to their cart?</li><li>Are there any parts of the checkout flow that users struggle with?</li><li>Can users easily navigate to different parts of the website from the landing page?</li><li>Are users able to use the search function's filter system?</li><li>Do users think the app is easy or difficult to use?</li></ul>
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"><li>Use of navigation vs search</li><li>Drop-off rates</li><li>Conversion rates</li><li>System Usability Scale</li></ul>
Methodology	<ul style="list-style-type: none"><li>Unmoderated usability study</li><li>Location: United States, remote</li><li>Date: Sessions will take place on May 26 during normal business hours</li><li>Length: Each session will last 20-30 minutes</li><li>Compensation: \$25 gift card for participating in the study</li></ul>
Participants	<ul style="list-style-type: none"><li>Participants are all individuals with online shopping tendencies who like to browse or buy clothes online at least one time per month.</li><li>Two males, two females, and one nonbinary individual, between the ages of 18 and 40. One participant is a person with a visual impairment.</li><li>The study is accessible for use with a screen reader and a switch device.</li></ul>
Script	<div>Before the usability study</div> <p>The following introduction appears on the screen:</p> <ul style="list-style-type: none"><li>Introduction: "Hello, thank you very much for taking the time to participate in this study and share your opinions.  We'll start with a few questions, and then you'll receive some task prompts to complete while using the app. These tasks will appear on your screen, so you can go through each one at your own pace. Your feedback and comments are really valuable for our team, and we'll use your recommendations to make future improvements to the app to provide users like you a better experience. Please feel free to share your thoughts honestly, and keep in mind that there are no right or wrong answers.†</li></ul> <p>Let's get started!</p> <ul style="list-style-type: none"><li>Warm-up:<ul style="list-style-type: none"><li>Please tell us a little about yourself</li><li>How many times per month do you shop for clothes online?</li><li>How do you decide where to buy your clothes?</li><li>How often do you use websites to buy clothes rather than going into stores?</li></ul></li></ul> <div>During the usability study</div> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"><li>Prompt 1: Starting on the homepage, find a shirt to purchase and click it.<ul style="list-style-type: none"><li>Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of finding a shirt?</li></ul></li><li>Prompt 2: Select a color and size for the shirt.<ul style="list-style-type: none"><li>Prompt 2 follow-up: How do you feel about the customization options and information available to you?</li></ul></li></ul> <div>After the usability study</div> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"><li>Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."<ul style="list-style-type: none"><li>I think that I would use this app frequently.</li><li>I find the app unnecessarily complex.</li><li>I think the app is easy to use.</li><li>I need the support of a technical person to be able to use this app.</li><li>I find the app easy to navigate.</li><li>There is inconsistency within the app.</li><li>I imagine that most people would learn to use this app quickly.</li><li>I feel confident using the app.</li><li>I need to learn a lot of things before I can start using this app.</li><li>The main user flow is clear.</li></ul></li></ul>
	<ul style="list-style-type: none"><li>Prompt 3: Select Add To Cart and complete the checkout process.<ul style="list-style-type: none"><li>Prompt 3 follow-up: How easy or difficult was this task to complete? Was there anything you found challenging?</li></ul></li><li>Prompt 4: From the home page, find the Denim clothing section and select it.<ul style="list-style-type: none"><li>Prompt 5 follow-up: How easy or difficult was it to find this section of the website? How did you go about looking for it?</li></ul></li><li>Prompt 5: Apply search filters for socks under \$30<ul style="list-style-type: none"><li>Prompt 5 follow-up: Did you know where to find filters? How did you feel about applying one? What about two at once?</li></ul></li><li>Prompt 6: How did you feel about the Tee's Shirts website overall? What did you like and dislike about your experience?</li></ul> <div>After the usability study</div> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"><li>Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."<ul style="list-style-type: none"><li>I think that I would use this app frequently.</li><li>I find the app unnecessarily complex.</li><li>I think the app is easy to use.</li><li>I need the support of a technical person to be able to use this app.</li><li>I find the app easy to navigate.</li><li>There is inconsistency within the app.</li><li>I imagine that most people would learn to use this app quickly.</li><li>I feel confident using the app.</li><li>I need to learn a lot of things before I can start using this app.</li><li>The main user flow is clear.</li></ul></li></ul>



Assessment of exemplar

Here's how we created the research plan for the Tee's Shirts website.

- Step 1: We created a project background based on developing a deeper understanding of the user journey and identifying pain points.
- Step 2: We identified clear project goals based on understanding why customers are using the website, and how easy it is to use.
- Step 3: We developed six research questions based on the user flow and visual elements of the app.
- Step 4: We identified four KPIs or key performance indicators to measure the user experience that aligned with our research goals. Those KPIs were: use of navigation vs search, drop-off rates, conversion rates, and System Usability Scale
- Step 5: We decided that we will conduct an unmoderated usability study to satisfy our research goals and answer our research questions.
- Step 6: We listed the basic requirements for the five participants who will be joining the usability study.
- Step 7: We created a script for the five participants that will be divided into four main parts:
- An introduction
  - A warm-up
  - Tasks for each participant to complete
  - Follow-up questions for each task

Mark as completed

