



Sketch paper wireframes


Create digital wireframes


Build a low-fidelity prototype


Test a low-fidelity prototype


 **Video:** Plan a usability study
2 min


 **Reading:** Learn more about planning a UX research study
20 min


 **Practice Quiz:** Test your knowledge on planning usability studies
4 questions


 **Practice Quiz:** Activity: Plan a usability study
1 question


 **Reading:** Activity Exemplar: Plan a usability study
10 min


 **Video:** Conduct a usability study
2 min


 **Reading:** Learn more about conducting usability studies
20 min


 **Practice Quiz:** Test your knowledge on conducting usability studies
2 questions


 **Practice Quiz:** Activity: Conduct a usability study
1 question


 **Reading:** Activity Exemplar: Conduct a usability study
10 min


 **Video:** Analyze and synthesize research results
2 min

 **Reading:** Learn more about analyzing and synthesizing research results
20 min

 **Practice Quiz:** Test your knowledge on analyzing and synthesizing research results
2 questions

 **Video:** Iterate on designs based on research insights
2 min

 **Reading:** Learn more about iterating on low-fidelity designs
20 min

 **Video:** Case study: The importance of testing in the real world
3 min

Week 2 review

Activity Exemplar: Plan a usability study



Exemplar

Here is a completed exemplar, along with an explanation of how the exemplar fulfills the expectations for the previous activity.

This research plan is from a team that wants to test the Food Saver app at an early stage of the design process. The team wants to test the basic functionality and desirability of the product. You can use this example research plan as a guide to examine your work before submitting it. You can review the example research plan below.

To see the completed exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [UX Research Study Plan - Food Saver App](#)

OR

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



Google UX Design Certificate - UX Research Study Plan - Food Saver App [Exemplar]
DOCX File

UX Research Study — Food Saver App

Introduction	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Prompt 1: Review any food that's about to expire<ul style="list-style-type: none">◦ 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<ul style="list-style-type: none">◦ 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<ul style="list-style-type: none">◦ 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:<ul style="list-style-type: none">◦ 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



Assessment of exemplar

Pull up the research plan that you've created for the project in this course, and compare it to the example research plan above. Self-assess what you've made using each of the criteria for this activity.

This exemplar is effective in addressing the key elements of a good research plan because:

- It introduces the project by providing the project background.
- It includes clearly defined research goals.
- It identifies research questions that contain specific tasks being tested.
- It defines KPIs detailing the elements that should be measured with goals that results can be compared against.
- It defines the methodology behind the study.
- It develops a participant recruitment plan.
- It includes a sample session script.

As you compare your own research plan to the exemplar, consider: What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

