Video: Welcome to week 6 Activity Exemplar: Plan a UX research study (D) Video: Plan a UX research study for your portfolio project

Link to exemplar: <u>UX research plan - Zia's Pizza.</u> [2]

Exemplar

Here is a completed exemplar of a pizza delivery app called Zia's Pizza that has a completed research plan to use for a usability study. You can also view it by following the link below.

To access the completed exemplar for this course item, click the link below and select "Use Template."

Plan a usability study

Reading: Learn more about planning

Practice Quiz: Activity: Plan a UX

Reading: Activity Exemplar: Plan a UX research study for your portfolio

Analyze and synthesize usability

Iterate on high-fidelity designs

Document and share designs

Conduct a usability study

research study for your portfolio

a UX research study

20 min

project 1 question

project 10 min

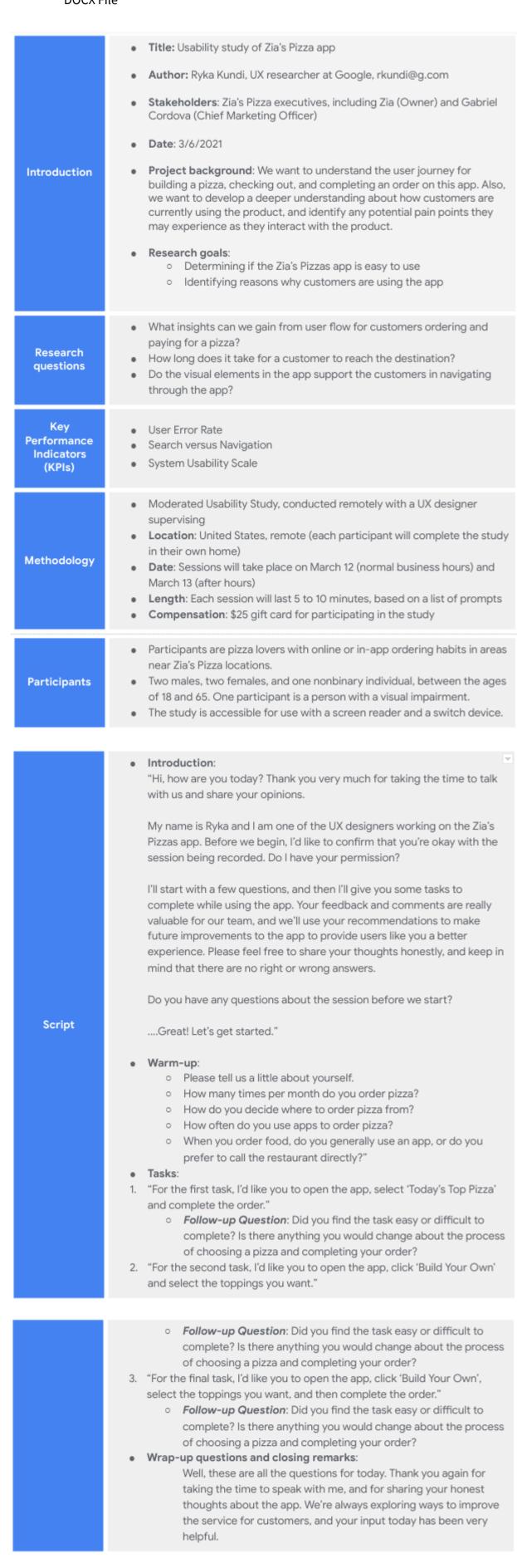
study results

Week 6 review

Course review

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

Google UX Design Certificate - Zia's Pizza UX Research Plan [Example] DOCX File





Assessment of exemplar

Here's how we created the research plan for the Zia's Pizza app:

Project background: Our project background explains the reasons for the study, including understanding the user journey and identifying pain points.

Goals: We identified two clear project goals to understand why customers are using the app, and how easy it is to use. **Research questions:** We developed three research questions around the effectiveness of the user flow and visual elements of the app.

KPIs: We identified three KPIs or key performance indicators to measure the user experience: user error rate, search vs. navigation, and SUS (system usability scale).

Methodology: We decided that we will conduct a moderated usability study to satisfy our research goals and answer our research questions.

Participants: We listed the basic information for the five participants, including their backgrounds, genders, and ages. We also made note of accessibility needs.

Script: We created a script for the participants that is divided into four main parts:

- An introduction A warm-up preparation
- 3. Tasks and questions for each participant to complete
- 4. A wrap-up and closing remarks

Mark as completed