

Plan a usability study	
📺	<b>Video:</b> Welcome to week 6 1 min
📺	<b>Video:</b> Plan a UX research study 3 min
📖	<b>Reading:</b> Learn more about planning a UX research study 20 min
📝	<b>Practice Quiz:</b> Activity: Plan a UX research study for your portfolio project 1 question
📖	<b>Reading:</b> Activity Exemplar: Plan a UX research study for your portfolio project 10 min
Conduct a usability study	
Analyze and synthesize usability study results	
Iterate on high-fidelity designs	
Document and share designs	
Week 6 review	
Course review	

# Activity Exemplar: Plan a UX research study for your portfolio project



## 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."

Link to exemplar: [UX research plan - Zia's Pizza](#).

OR

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

Introduction	<ul style="list-style-type: none"><li>• <b>Title:</b> Usability study of Zia's Pizza app</li><li>• <b>Author:</b> Ryka Kundi, UX researcher at Google, rkundi@g.com</li><li>• <b>Stakeholders:</b> Zia's Pizza executives, including Zia (Owner) and Gabriel Cordova (Chief Marketing Officer)</li><li>• <b>Date:</b> 3/6/2021</li><li>• <b>Project background:</b> We want to understand the user journey for building a pizza, checking out, and completing an order on this app. Also, we want to develop a deeper understanding about how customers are currently using the product, and identify any potential pain points they may experience as they interact with the product.</li><li>• <b>Research goals:</b><ul style="list-style-type: none"><li>◦ Determining if the Zia's Pizzas app is easy to use</li><li>◦ Identifying reasons why customers are using the app</li></ul></li></ul>
Research questions	<ul style="list-style-type: none"><li>• What insights can we gain from user flow for customers ordering and paying for a pizza?</li><li>• How long does it take for a customer to reach the destination?</li><li>• Do the visual elements in the app support the customers in navigating through the app?</li></ul>
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"><li>• User Error Rate</li><li>• Search versus Navigation</li><li>• System Usability Scale</li></ul>
Methodology	<ul style="list-style-type: none"><li>• Moderated Usability Study, conducted remotely with a UX designer supervising</li><li>• <b>Location:</b> United States, remote (each participant will complete the study in their own home)</li><li>• <b>Date:</b> Sessions will take place on March 12 (normal business hours) and March 13 (after hours)</li><li>• <b>Length:</b> Each session will last 5 to 10 minutes, based on a list of prompts</li><li>• <b>Compensation:</b> \$25 gift card for participating in the study</li></ul>
Participants	<ul style="list-style-type: none"><li>• Participants are pizza lovers with online or in-app ordering habits in areas near Zia's Pizza locations.</li><li>• Two males, two females, and one nonbinary individual, between the ages of 18 and 65. 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><ul style="list-style-type: none"><li>• <b>Introduction:</b><p>"Hi, how are you today? Thank you very much for taking the time to talk with us and share your opinions.</p><p>My name is Ryka and I am one of the UX designers working on the Zia's Pizzas app. Before we begin, I'd like to confirm that you're okay with the session being recorded. Do I have your permission?</p><p>I'll start with a few questions, and then I'll give you some tasks to complete while using the app. 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.</p><p>Do you have any questions about the session before we start?</p><p>...Great! Let's get started."</p></li><li>• <b>Warm-up:</b><ul style="list-style-type: none"><li>◦ Please tell us a little about yourself.</li><li>◦ How many times per month do you order pizza?</li><li>◦ How do you decide where to order pizza from?</li><li>◦ How often do you use apps to order pizza?</li><li>◦ When you order food, do you generally use an app, or do you prefer to call the restaurant directly?"</li></ul></li><li>• <b>Tasks:</b><ol style="list-style-type: none"><li>1. "For the first task, I'd like you to open the app, select 'Today's Top Pizza' and complete the order."<ul style="list-style-type: none"><li>◦ <b>Follow-up Question:</b> Did you find the task easy or difficult to complete? Is there anything you would change about the process of choosing a pizza and completing your order?</li></ul></li><li>2. "For the second task, I'd like you to open the app, click 'Build Your Own' and select the toppings you want."</li></ol></li></ul></div>
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	<div><ul style="list-style-type: none"><li>◦ <b>Follow-up Question:</b> Did you find the task easy or difficult to complete? Is there anything you would change about the process of choosing a pizza and completing your order?</li><li>3. "For the final task, I'd like you to open the app, click 'Build Your Own', select the toppings you want, and then complete the order."<ul style="list-style-type: none"><li>◦ <b>Follow-up Question:</b> Did you find the task easy or difficult to complete? Is there anything you would change about the process of choosing a pizza and completing your order?</li></ul></li><li>• <b>Wrap-up questions and closing remarks:</b><p>Well, these are all the questions for today. Thank you again for taking the time to speak with me, and for sharing your honest thoughts about the app. We're always exploring ways to improve the service for customers, and your input today has been very helpful.</p></li></ul></div>
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## 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:

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

Mark as completed

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