

Introduction to Course 4

Understand the UX research process

Build a UX research plan (part 1)

Build a UX research plan (part 2)

Video: Continue building a research plan: Methodology 1 min

Reading: Learn more about methodology 20 min

Video: Continue building a research plan: Participants 3 min

Reading: Recruit a diverse participant pool 20 min

Practice Quiz: Practice Activity: Continue building your CoffeeHouse research plan: Methodology and participants 1 question

Reading: Activity Exemplar: Continue building your CoffeeHouse research plan: Methodology and participants 10 min

Reading: Assistive technology for participants with disabilities 20 min

Video: Finish building a research plan: Script 6 min

Practice Quiz: Test your knowledge on UX research participants and scripts 3 questions

Practice Quiz: Practice Activity: Finish building your CoffeeHouse research plan: Script 1 question

Reading: Activity Exemplar: Finish building your CoffeeHouse research plan: Script 10 min

Reading: Example UX research plans 20 min

Respect user data and privacy

Week 1 review

Activity Exemplar: Finish building your CoffeeHouse research plan: Script

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



Exemplar

This is an exemplar using the CoffeeHouse scenario you have been following in this course. It includes an example UX research study plan script, as it fits with the rest of the plan:

Introduction	<ul style="list-style-type: none">Title: Creating CoffeeHouse ordering appAuthor: Ali, UX researcher, ali@coffeehouse.designStakeholders: CoffeeHouse customers, Gael Esparza—CTO, Linda Yamamoto—VP of DesignDate: 12/14/2020Project background: We're creating a CoffeeHouse app to help people place and pick up multiple CoffeeHouse orders together at once, so they can skip in-store lines and the payment process is streamlined. Some patrons place orders for groups and ordering individually takes too long.Research goals: Figure out if collaborative ordering in the app actually saves people time when placing group orders.
Research questions	<ul style="list-style-type: none">How long does it take for 4-5 people to make a collaborative group order?What can we learn from the steps users take to order as a group, and on their own?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">Time on taskUser error ratesConversion rates
Methodology	<ul style="list-style-type: none">Unmoderated usability studyLocation: United States, remote (participants will go through the usability study in their own homes).Date: Sessions will take place on February 8 & 9Five participants complete the collaborative ordering tasks on their own. One of the participants is randomly chosen to submit the group order. Each participant completes a questionnaire on their experience privately.Each session will last 45 minutes, and will include an introduction, a list of tasks, and a short questionnaire.
Participants	<ul style="list-style-type: none">Participants are people who place group coffee orders at least twice a month, whether it's a business task or a social task. This could be for office meetings, friend groups, or family.
	<ul style="list-style-type: none">They don't have to be coffee drinkers themselves2 Male, 2 Female, 1 Nonbinary, all aged 20-75 years old<ul style="list-style-type: none">1 user of assistive technologies (keyboard, screen reader)Incentive: \$10 CoffeeHouse gift card redeemable at any location or online
	<div><ul style="list-style-type: none">Intro:<ul style="list-style-type: none">Before we begin, do I have your consent to take both audio and video recordings of this interview?I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.If you have any questions, please don't hesitate to ask.This data is being collected to help create an app that makes ordering coffee easier. Your answers will help us make the app easier for people to use.Basic questions:<ul style="list-style-type: none">Do you live in an area with lots of coffee shops?Do you have a favorite coffee shop?How many times a week do you order coffee from a store?Do you usually order for yourself, or for a group?Can you talk me through a normal day in your life?Great! If you're ready, let's move onto the tasks you'll be working on.</div>
Script	<ul style="list-style-type: none">Prompt 1: Open up the CoffeeHouse app on your phone and customize a drink order for yourself. Do your best to talk me through your thought process.<ul style="list-style-type: none">Prompt 1 Follow-Up: How easy do you feel it is to customize a drink the way you like it? What was easy and what was challenging?Prompt 2: If I said, "start a new group order," would you know what to do?<ul style="list-style-type: none">Prompt 2 Follow-Up: Try it out now, please.Prompt 2 Follow-Up: Did you find anything confusing?Prompt 3: From the existing group order screen, add your custom drink from a moment ago, then add multiple other custom drinks to the same order and proceed to the checkout screen.<ul style="list-style-type: none">Prompt 3 Follow-Up: How do you feel about the process of purchasing multiple drinks in the same order? What was easy and what was challenging?Prompt 4: Finally, checkout and complete the group order.<ul style="list-style-type: none">Prompt 4 Follow-Up: How do you feel about paying for different orders in the same transaction? What are your feelings about the amount of time it took to complete?Prompt 5: How did you feel about the CoffeeHouse app overall? What did you like and dislike about it?



Assessment of exemplar

In this exemplar, the UX research study plan script clearly identifies:

- Tasks for each participant to complete
- Questions to ask each participant

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

Does your UX research study plan script:

- Contain questions and tasks that can be read the same way to all participants?
- Encourage discussion and deeper reflection?
- Remain objective and not lead participants towards a particular answer or introduce personal feelings?
- Directly address your research goals?

If you're able to answer "yes" to each of these questions, well done! If there are questions you were unable to answer "yes," then these are areas where you can improve your UX research study plan script writing skills. Think of this as an opportunity to build a great process for approaching interviews. Consider going back and reexamining your script with these four criteria in mind.

Now that your script is finished, you've officially completed a UX research study plan. Take a moment to congratulate yourself for your hard work. Building a research plan is a valuable skill for any designer, and knowing how to write an effective script is no exception. The more you prepare for an interview, the more you'll be ready to ask the right questions at the right time!

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