

# UX Research Study — Plan

## Introduction

- **Title:** Design a support chatbot app for a family restaurant in California hereinafter referred to as RestFam App
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- **Stakeholders:** RestFam customers, peers of the certification program
- **Date:** 11/27/2021
- **Project background:** I'm design a support chatbot app for a family restaurant in California to attract and retain customers in our future online system. I noticed that our competitor offer dedicate mobile apps for their customers to order through, but they don't take into account many points due to which customers don't get satisfaction and the proper result from the process, so competitors cannot be as successful as they could be. I want to design a product that can increase customer satisfaction and thanks to this, increase sales in comparison with competitors. This is the first UX research study after low-fidelity prototyping stage
- **Research goals:** I'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the RestFam app (such as in-app navigation, item selection, table reservation, ordering, using the chatbot) for making improvements in order to increase the usability and accessibility of the application

## Research questions

- How long does it take for a user to make an order in the app?
- Are users able to successfully make an order?
- What can I learn from the steps users took to make an order?
- Are there any parts of the ordering process where users are getting stuck?
- Is the payment process easy for the users?

## Key Performance Indicators (KPIs)

- Time on task: how long does it takes for a user to make an order
- User error rates: how often users get stuck trying to order
- Conversion rate: the percentage of users who complete ordering process
- System Usability Scale: a questionnaire to evaluate customer feedback



<p><b>Methodology</b></p>	<ul style="list-style-type: none"> <li>• Unmoderated usability study</li> <li>• Location: United States, California, remote (participants will go through the usability study in their own homes)</li> <li>• Date: Sessions will take place between November 27-29</li> <li>• 7 participants will order through the app. Each participant will then complete a questionnaire on their experience</li> <li>• Each session will last for 25-30 minutes</li> </ul>
<p><b>Participants</b></p>	<ul style="list-style-type: none"> <li>• Participants are anyone who orders out at least twice a month</li> <li>• Participants need to reside in metropolitan and suburban areas in California</li> <li>• Participant should be between 18 and 75</li> <li>• Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including: <ul style="list-style-type: none"> <li>o 1 user with a visual impairment</li> <li>o 1 user with an auditory impairment</li> <li>o 1 user who isn't fluent in English</li> </ul> </li> <li>• Incentive: deepest appreciation and gratitude</li> </ul>
<p><b>Script</b></p>	<ul style="list-style-type: none"> <li>• Intro: <ul style="list-style-type: none"> <li>o Before we begin, do I have your consent to take both audio and video recordings of this interview?</li> <li>o 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</li> <li>o If you have any questions, please don't hesitate to ask</li> <li>o This data is being collected to help create an app that makes ordering in a family restaurant in California easier. Your answers will help me make the app easier for people to use</li> <li>o Basic questions: <ul style="list-style-type: none"> <li>• Do you live in an area with lots of family restaurants?</li> <li>• Do you have a favorite family restaurant in California?</li> <li>• How many times a week do you order from a restaurant?</li> <li>• How often do you use websites or apps for ordering from a restaurant?</li> <li>• Can you talk me through a normal day in your life?</li> </ul> </li> </ul> </li> </ul>

- o Great! If you're ready, let's move onto the tasks you'll be working on
- Prompt 1: Make an order for lunch without using the chatbot
  - o Prompt 1 Follow-Up: How easy or difficult was it to make your order for lunch without using the chatbot? Is there anything you would change about the process of making an order for lunch?
- Prompt 2: Remove from the ordered dish ingredients that are not acceptable to you
  - o Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of choosing ingredients?
- Prompt 3: Book a table in a situation when you are in the lobby of a restaurant
  - o Prompt 3 Follow-Up: How easy or difficult was it to book a table? Is there anything you would change about the process of booking a table?
- Prompt 4: Confirm your order and complete the checkout process
  - o Prompt 4 Follow-Up: How easy or difficult was it to complete your order? Is there anything you would change
- Prompt 5: After completing the checkout process when you ordering without the help of the chatbot, return to the home screen and enter the chatbot in a situation when you want to make a pre-order.
  - o Prompt 5 Follow-Up: How easy or difficult was it enter the chatbot? Is there anything you would change about the process of accessing the chatbot?
- 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:
  - o I think that I would use this app frequently
  - o I found the app unnecessarily complex
  - o I thought the app was easy to use
  - o I think that I would need the support of a technical person to be able to use this app
  - o I found the various functions in this app were well integrated
  - o I thought there was too much inconsistency in this app
  - o I would imagine that most people would learn to use this app very quickly
  - o I found the app very cumbersome to use
  - o I felt very confident using the app
  - o I needed to learn a lot of things before I could get going with this app
  - o I found the payment system frustrating
  - o I found the ordering process cumbersome

