

Introduction

- **Title:** Creating mobile ordering app for High-end restaurant, 'Sarvasva'.
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- **Stakeholders:** Sarvasva Customers, JD Mokaria - CTO
- **Date:** 24/06/2022
- **Project background:** We are creating an app to help customers of a high-end restaurant – 'Sarvasva' to order meal and reservation of table remotely.
- **Research goals:** Trying to figure out does the app is making the process fast and easy? And check the usability and experience of users while ordering meals and reserving tables.

Research questions

- How long does it take for users to order a meal?
- How long does it take for users to reserve a table?
- What pain points do users experience while performing the task?
- How does it feel to the users while using the product?
- At what feature do users spend more time, and what features that they completely ignore?
- What would users like to change about the product?

Key Performance Indicators (KPIs)

- Time on Task
- Use of Navigation vs. Search
- Conversion rates
- User error rates
- SUS-System Usability Scale

Methodology

- Semi-Moderated Usability Study
- Location: Pune, Study will be remote
- Date: Study Sessions will take place on 26 - 27 June 2022.
- Participants will be provided the prototype links and will be asked to perform tasks to order food and reserve tables on their own. Each participant will complete the questionnaire at the end.
- The Session will last 1 hour for each participant, including an introduction, tasks, a questionnaire, and a vote of thanks.




Participants

- Participants are people who orders meals from high end restaurants 2 -3 times in a month and reserves tables for meetings or dining with family frequently and lives locations around these types of restaurants.
- 7 Participants including 3 males 3 Females and a non-binary.
- Age group of participants : 24 to 80
- A male and a female who are above 50 uses assistive technology
- Incetive : 30% off discount coupan on 3 orders from 'Sarvasva'.
- **Introduction:**
 - Welcome!!
 - Before we begin, do I have your concent for record both audio and video of this interview?
 - In this activitiy there are not any right or wrong answers.
 - Feel free to ask me any without hesitation.
 - The data collected in thi activity will be helpful to create an mobile app to order meal and reservations. Your resopnses will help us to provide users better experiance.
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 - **Basic Icebreakers into Questions:**
 - Do you live in area where high-end restaurants are located?
 - Which restaurant is your favourite one?
 - How do you spend your day?
 - Awesome ! If you are ready, lets move on the task you are going to perform in this activity.

Script

- **Prompt 1:** Open the app using the link provided in the mail we send in your mobile, and order a meal for you at your home and. Please talk me about your thought process while doing it.
 - Follow Up 1: How easy do you feel it was to order a meal fr you?
 - Follow Up 2: What was easy and what was challanging to order meal?
- **Prompt 2:** Next, can you please reserve a table for 3 people at 6 pm for tomorrow.
 - Follow Up 1: Did you find anything confusing?
 - Follow Up 2: How was the feel about table reservation throughout the process.
- **Prompt 3:** Now, please order meal for take away at 3 pm today.
 - Follow Up 1: Did you find anything confusing?
 - Follow Up 2: How was the feel about ordering take away meal using app?



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- **Prompt 4:** How did you feel about overall experience of the application.
 - Follow Up 1: What did you like about it?
 - Follow Up 2: What did you dislike about it?
 - Follow Up 2: Can you please tell me what additional you want that the app should help in?
 - **Vote of thanks:** Thank you for participating in the activity. Your responses will help us to create an amazing experience for the users. (Giving the incentives.)