

Introduction	<ul style="list-style-type: none">● Title: Usability of an e-commerce app for an animal shelter● Author: Badrudeen Adewumi Abdul-hameeed, Front-end Developer, adex.badr18@gmail.com● Stakeholders: My peers in the Google UX Design Certificate Program.● Date: 18th of June, 2023.● Project background: We're creating a new e-commerce app to help people find and adopt pets that fit their lifestyles. Before launching, we need to figure out if finding and adopting pets is easy for users to do. We'd like to understand what specific challenges our users might face in the searching, payment, and adoption process, and how we can help them fix those challenges.● Research goals: Figure out if users can complete the core tasks within the app.
Research questions	<ul style="list-style-type: none">● How long does it take for a user to find and adopt a pet in the app?● What can we learn from the steps that users take to adopt a pet?● Are there any parts where users are getting stuck?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task● Conversion rates● User error rates● System usability scale● KPIs might include: Time on task, use of navigation vs. search, user error rates, drop-off rates, conversion rates, system usability scale (SUS), etc.
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Nigeria, remote (each participant went through the usability study in their own home)● Date: Sessions will take place on June 20 & 21.● Five participants, each completing the study on their own.● Each session will last 60 minutes and will include an introduction, a list of tasks, and a short questionnaire for System Usability Scale.



Participants

- Participants are all pet lovers who need to adopt pets that fit their lifestyle. This includes full and part-time workers, students, bachelors/spinsters, and parents.
- One bachelor, one spinster, one married man, one married woman, and one non-binary individual between the ages of 20 and 75. One participant is a person with a visual impairment.
- The study is accessible for use with a screen reader and switch device.
- Incentives: \$10 gift card redeemable at any online store in Nigeria.

Script

Intro:

- 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 improve an e-commerce app for an animal shelter. Your answers will help us make the app easier for people to use.

Basic questions:

- What kind of city or town do you live in?
- Do you have any animal shelter near you?
- How much do you love keeping pets?
- What's your favorite pet breed?
- 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.

- Prompt 1: Open the animal shelter app and browse for your desired pet.
- Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of browsing your desired pet?
- Prompt 2: Select a pet to view its details.
- Prompt 3: Read through the details.
- Prompt 3 follow-up: How detailed is the pet information? Is there anything you would change or add?



- Prompt 4: Add a pet to cart.
- Prompt 4 follow-up: How easy or difficult was this task to complete? What do you think can be improved?
- Prompt 5: View cart.
- Prompt 6: Complete the checkout process.
- Prompt 6 follow-up: How easy or difficult was this task to complete? How do you think the checkout process can be improved?
- Prompt 7: From the homepage, figure out where you would go to browse for your desired pet.
- Prompt 5: How did you feel about the app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will complete the System Usability Scale

Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”

- ☐ I think that I would use this app frequently.
- ☐ I find the app unnecessarily complex.
- ☐ I think the app is easy to use.
- ☐ I need the support of a technical person to be able to use this app.
- ☐ I find the app easy to navigate.
- ☐ There is inconsistency within the app.
- ☐ I imagine that most people would learn to use this app quickly.
- ☐ I feel confident using the app.
- ☐ I need to learn a lot of things before I can start using this app.
- ☐ The main user flow is clear.