

<h2>Introduction</h2>	<ul style="list-style-type: none"> • Title: Usability study of dog walker app • Author: Elena Ramos, UX researcher at Google, eramos@g.com • Stakeholders: Dog walker app senior executives, including Lisa Gerber (VP of Sales) and Marie Martinez (Chief Marketing Officer) • Date: 3/6/2021 • Project background: We're creating a new app to help people find and schedule dog walkers. We need to find out if the main user experience, finding and scheduling a dog walker, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching, scheduling, and reservation processes. • Research goals: Determine if users can complete core tasks within the prototype of the dog walker app. Determine if the dog walker app is difficult to use.
<h2>Research questions</h2>	<ul style="list-style-type: none"> • How long does it take a user to find and book a dog walker in the app? • What can we learn from the user flow, or the steps that users take, to book a dog walker? • Are there parts of the user flow where users get stuck? • Are there more features that users would like to see included in the app? • Do users think the app is easy or difficult to use?
<h2>Key Performance Indicators (KPIs)</h2>	<ul style="list-style-type: none"> • Time on task. • Conversion rate. • System Usability Scale.
<h2>Methodology</h2>	<ul style="list-style-type: none"> • Unmoderated usability study • Location: United States, remote (each participant will complete the study in their own home) • Date: Sessions will take place on March 12 (normal business hours) and March 13 (after hours) • Length: Each session will last 5 to 10 minutes, based on a list of prompts • Compensation: \$25 Target gift card for participating in the study
<h2>Participants</h2>	<ul style="list-style-type: none"> • Participants are all dog owners with full-time jobs and who go out for activities more than once a week. • Two males, two females, and one nonbinary individual, between the ages



	<ul style="list-style-type: none"> of 20 and 75. One participant is a person with a visual impairment. The study is accessible for use with a screen reader and a switch device.
Script	<p>During the unmoderated usability study</p> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"> Prompt 1: Pick a date and time to schedule a dog walker. <ul style="list-style-type: none"> Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a dog walker? Prompt 2: Select a dog walker. Prompt 3: Confirm booking of a dog walker and complete the checkout process. <ul style="list-style-type: none"> Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change? Prompt 4: From the home page, figure out where you would go to edit your address. Prompt 5: How did you feel about this dog walking app overall? What did you like and dislike about it? <p>After the unmoderated usability study</p> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"> Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.” <ul style="list-style-type: none"> 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.
Schedule	<ul style="list-style-type: none"> Recruitment starts: March 1 Study dates: March 12-13 Results available: April 1

