UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Creating CoffeeHouse ordering app * **Author:** Badrudeen Adewumi Abdul-hameed, UX Designer/Front-end Developer, adex.badr18@gmail.com * **Stakeholders**: CoffeeHouse customers, Noah -CTO, Adam – Head of design * **Date**: 18/06/2023 * **Project background**: We are 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** | * How long does it take 4-5 people to make a collaborative group order? * What can we learn from the steps users take to order as a group or on their own? * Pro tip: 5 research questions is a solid place to start. Do not include more than 7-10 research questions. |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * Use of navigation vs. search * User error rates * Conversion rates * System usability scale * Net promoter score   If time on task is high, user error rates are high, and conversion rates are low, that is a sign that the current process for group orders is difficult and inefficient for users, causing them to feel frustrated and stop using the product altogether. This kind of feedback is valuable for assessing how well your current design meets the project goal.   * 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** | * Unmoderated usability study * Location: United States, remote (each participant went through the usability study in their own home) * Date: Sessions will take place on March 12 & 13. * 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. |
| **Participants** | * Participants are all CoffeeHouse customers who make single or group orders daily. This includes full and part-time workers, students, and parents. * Two males, two females, 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 CoffeeHouse gift card redeemable at any location or online. |
| **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 a CoffeeHouse app. 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 a CoffeeHouse branch near you? * How often do you make order for CoffeeHouse items? * What kind of items do you often order? * How many times a week do you place an order? * Do you have enough time in the week to place order? * 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: Initiate an order for a CoffeeHouse item. * Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of initiating an order? * Prompt 2: Select a pickup location. * Prompt 3: Select items to order from the coffee menu. * Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change? * Prompt 4: From the homepage, figure out where you would go to place an order. * Prompt 5: How did you feel about this CoffeeHouse app overall? What did you like and dislike about it? |