UX Research Study — Animal Shelter App Google UX Design Certificate

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| **Introduction** | * **Title:** Usability of an e-commerce app for an animal shelter * **Author:** Badrudeen Adewumi Abdul-hameeed, Front-end Developer, adex.badr18@gmail.com * **Stakeholders**: Elano Ramos * **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 lifestyle. 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** | * 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? * Pro tip: 5 research questions is a solid place to start. Do not include more than 7-10 research questions. |
| **Key Performance Indicators**  **(KPIs)** | * How can you measure progress toward the research goals? * 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** | * How will you collect data? How will you analyze the data once you get it? * The methodology should be detailed so that other researchers can understand what you did, the choices you made, and the limitations of the methods employed to decide if or when further research is needed. |
| **Participants** | * Who will you include in this study? What characteristics do the participants have? Why did you choose them? * Note: If you’re intentionally including specific populations (e.g., users with diverse abilities and perspectives), be clear about the needs of the study. |
| **Script** | * What questions will you ask study participants? * When your full script is ready, insert it here, along with some design mockups to provide context. In the meantime, add “TBD” (to be determined). |