UX Research Study — Food menu and payment app

Introduction	• **Title:** Creating a food ordering app with great menu and payment system • **Author:** Adil Sami, User Experience Researcher • **Stakeholders**: Food ordering customers, VP, CTO and group of investors • **Date**: 03/10/2022 • **Project background**: Creating a food ordering app for people who like to make group or multiple orders but in a short time. As well as make finding specific restaurants easy and informative. • **Research goals**: Find out if making multiple group orders using this app saves time. Also, how efficiently can users find and complete an order with limited time.
Research questions	• How long does it take for a group of 5-7 people to make an order? • What are some thoughts users have on the user flow when making orders? • What can be learned about users who make group orders vs single orders? • What is the confidence level of users when they finish an order? • How effective is the ordering process in the app when it comes to time crunch?
Key Performance Indicators (KPIs)	• Time on task • User error rates • Conversion rate • System usability scale (SUS)
Methodology	• Unmoderated Usability Study • Location: United States, remote (Home via online) • Date: Session will take place March 12 and 13, 2022 • Five participants will conduct the test, first the individual will be tasked to find a restaurant that they want to eat at, then they must make an order individually. Then one user will make a group order after he/she/they find out what the others want. Finally individuals will complete a questionnaire pertaining to the experience they had. • Each session will last 40mins, it includes an introduction, list of tasks to complete and short questions.

Participants	• Participants can be people who make group orders once a week; it can be for social or work related reasons.
	• Remote workers are also welcome
	• 2 males, 2 females, 1 Non-binary, all aged 20 - 50
	   ○ 1 user of assistive technology (keyboard, screen reader)
	   ○ 1 user who isn't fluent in English

	● Incentive coupon on the next time they make an order from a restaurant

Script	● **Intro:**
	  ○ Before we begin, do I have your consent to take both audio and video recording of this interview?
	  ○ I want you to know that this isn't a test. There is no "right" or "wrong" answer.
	  ○ If you have any questions, please don't hesitate to ask.
	  ○ This data is being collected to help create an app that makes ordering food easier. Your answer will help us make the app easier for people to use.
	  ○ Basic questions:
	    ■ Do you live near a lot of restaurants?
	    ■ What is your go to restaurant? & Why?
	    ■ How many times a week do you eat from a restaurant?
	    ■ Do you usually make orders for yourself or a group?
	    ■ Can you take me through a day in your life?
	  ○ Great! If you're ready, let's move onto the tasks you'll be working on.
	● **Prompt 1:** Open up the app and navigate to the Home screen.
	  ○ **Prompt 1 Follow-Up:** How easy or difficult was it to navigate? Is there anything that could've been different?
	● **Prompt 2:** Can you go find the profile account?
	  ○ **Prompt 2 Follow-Up:** After finding the account try to add a payment method that you'd like to use.
	  ○ **Prompt 2 Follow-Up:** How was your experience finding the profile and adding a payment method?
	● **Prompt 3:** Use the in-app map to locate a specific restaurant.
	  ○ **Prompt 3 Follow-Up:** Open up the restaurant, check them out, then go to their menu and add some items to your cart.
	  ○ **Prompt 3 Follow-Up:** Was finding the restaurant and adding items to cart easy or difficult and if so how would you prefer it to be?
	● **Prompt 4:** Go to the cart.
	  ○ **Prompt 4 Follow-Up:** Try to remove an item and then checkout.
	  ○ **Prompt 4 Follow-Up:** Was going to the cart and removing an item easy or difficult if so how would you prefer it to be?
	● **Prompt 5:** Now finish up the checkout make sure you selected a payment method and go to the confirmation page.
	  ○ **Prompt 5 Follow-Up:** What did you think about the whole checkout process, was it easy or difficult and if so how would you prefer it to be?
	● Have the participants complete a **System usability scale (SUS)**, this will be 7 questions asking users various questions where they can scale from Strongly agree to Strongly disagree.
	  ○ I found using the app very frustrating.
	  ○ I had a hard time navigating through the app, and found myself lost at times.
	  ○ I found the map feature to be complicated.
	  ○ Adding and removing items from the cart was very complicated

and hard to understand.
- I felt confident when using the app and making my order.
- I found the restaurant about section & learning about the menu items helpful when making my choice.
- The whole checkout process was fast and simple to follow.