UX Research Study — Plan Template Google UX Design Certificate

| **Introduction** | * **Title:** Creating Cafe Crew - a ordering app for cafes * **Author:** Anagha Manoj, UX researcher, anaghamanoj49@gmail.com * **Stakeholders**: Customers who often visit cafes/ busy working professionals * **Date**: 4/07/2022 * **Project background**: We are creating a Cafe ordering app - Cafe Crew - to help people place, pick up and order efficiently for themselves and others, so that they can skip in- store lines and can go through the whole process hassle-free. * **Research goals**: Figure out if the ordering process saves time for the customers? Also, to ascertain whether the delivery option and the pre-paid tips help customers’ experience. |
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| **Research**  **questions** | * How long does it take a customer to make an order? * What can we learn from observing how users interact with the app in terms of ease of use? * Are there any additional difficulties users face while interacting with the product? * Are there any parts of the process which could have been more concise or simpler? * What can we learn from the steps users take to order as a group, and on their own? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * conversion rates * system usability scale (SUS) * user error rates |
| **Methodology** | * Unmoderated usability study * Location: India, remote (each participant went through usability study in their own home) * Date: Sessions will take place on July 7 & 8 * Six participants, each completing their study on their own * Each session will last about 45 mins and will include an introduction, a list of tasks, and a short questionnaire. |
| **Participants** | * Participants who have a busy and demanding schedule. This includes full and part time workers, students,caretakers, and parents. * Participants include those who do not leave their homes much but like to order-in from cafes. * Two males, two females, and one nonbinary induvidual between the ages of 20 and 75. One participant is a person with visual impairment. Another participant has hearing impairment.One participant is a person who is not fluent in english. * The study is accessible for use with a screen reader and other assistive technologies. * Incentive: a giftcard to be redeemed at a local pizza hut |
| **Script** | * **Intro:**    + Welcome!   + 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 is not a test. There is no “right” answer, and none of your responses will be considered wrong.   + If you have any questions, please do not hesitate to ask.   + This data is being collected to help create an app that makes ordering from cafes easier. Your answers will help us make the app easier for people to use.   + Basic questions:     - Do you live in an area with lots of cafes?     - Do you have a favorite cafe?     - How many times a week do you order from a cafe?     - Do you usually order for yourself or for a group(colleagues/family)?     - Can you talk me through a normal day in your life?   + Great! If you are ready, let's move onto the tasks you will be working on. * **Prompt 1:** Open up the Cafe Crew app on your phone and customize an order for yourself. Do your best to talk me through your thought process.   + **Prompt 1 follow-up**: how easy do you feel it is to customize an order? What was easy and what was challenging?   + **Prompt 1 follow-up**: how easy was it to switch to your native language in the app? * **Prompt 2:** if I said, “ start a new group order”, would you know what to do?   + **Prompt 2 follow-up**: Try it now, please.   + **Prompt 2 follow-up**: Did you find anything confusing? * **Prompt 3**: Use option for ordering in the cafe through the app   + What do you feel about this feature? * **Prompt 4**: Try to change your address in the app   + Prompt 3 follow-up: how do you feel about this? Does having a GPS option help you make the process faster? What are your feelings about the amount of time it took to complete? * **Prompt 5**: Change the language preference to your native language |