UX Research Study — Plan

Introduction

- **Title:** Creating an Arcade Game Preview App

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- **Stakeholders**: Coursera's CEO and CFO

- **Date**: 02/12/2022

- **Project background**: We are creating an arcade game preview app, which lets the users watch videos of arcade games, decide using a swipe mechanism which one he/she likes, and get recommendations.

- **Research goals**: We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Arcade Game Preview app: item selection, ordering, and in-app navigation.

Research questions

- Is it easy to sign-in and register?
- How much time are the users spending on the questionnaire?
- Do they think the preview system correctly predicts their taste?
- Is it easy to navigate in the app?
- Are they satisfied with the recommendations?

Key Performance Indicators (KPIs)

- Time on task: how much time users looking for recommendations
- Conversion rates: how many recommendations are being chosen
- User error rates: how often users get stuck trying to get recommendations
- System Usability Scale: a questionnaire to evaluate customer feedback

Methodology

- Unmoderated usability study
- Date: 1 week
- Location: remote
- 5 users will use the app, then complete a feedback
- Each session will last 15-20 minutes

Participants

- Anyone who likes games
- Participants need to reside in metropolitan areas
- Participants should be 18-70

Script

- Create a profile
  -Was it easy? Was it frustrating?
- Fill-up the questionnaire
  -Was it straightforward?
  -Did the questions make sense?
  -Was it boring?

- Like/Dislike recommendations
  -Is it easy to use?
  -Do the recommendations make sense?
- Pick from your recommended list
  -Are you satisfied with the results?

- Rate this 1 (strongly disagree) - 5 (strongly agree):
  -I would use this app frequently.
  -The app is easy to use.
  -The questionnaire is straightforward
  -The recommendations were tailored to my taste
  -I need to learn a lot of things to use this app