

<p>Introduction</p>	<ul style="list-style-type: none"> <li>• <b>Title:</b> Usability study of dog walker app</li> <li>• <b>Author:</b> Elena Ramos, UX researcher at Google, eramos@g.com</li> <li>• <b>Stakeholders:</b> Dog walker app senior executives, including Lisa Gerber (VP of Sales) and Marie Martinez (Chief Marketing Officer)</li> <li>• <b>Date:</b> 3/6/2021</li> <li>• <b>Project background:</b> We're creating a new app to help people find and schedule dog walkers. We need to find out if the main user experience, finding and scheduling a dog walker, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching, scheduling, and reservation processes.</li> <li>• <b>Research goals:</b> Determine if users can complete core tasks within the prototype of the dog walker app. Determine if the dog walker app is difficult to use.</li> </ul>
<p>Research questions</p>	<ul style="list-style-type: none"> <li>• How long does it take a user to find and book a dog walker in the app?</li> <li>• What can we learn from the user flow, or the steps that users take, to book a dog walker?</li> <li>• Are there parts of the user flow where users get stuck?</li> <li>• Are there more features that users would like to see included in the app?</li> <li>• Do users think the app is easy or difficult to use?</li> </ul>
<p>Key Performance Indicators (KPIs)</p>	<ul style="list-style-type: none"> <li>• Time on task.</li> <li>• Conversion rate.</li> <li>• System Usability Scale.</li> </ul>
<p>Methodology</p>	<ul style="list-style-type: none"> <li>• Unmoderated usability study</li> <li>• <b>Location:</b> United States, remote (each participant will complete the study in their own home)</li> <li>• <b>Date:</b> Sessions will take place on March 12 (normal business hours) and March 13 (after hours)</li> <li>• <b>Length:</b> Each session will last 5 to 10 minutes, based on a list of prompts</li> <li>• <b>Compensation:</b> \$25 Target gift card for participating in the study</li> </ul>
<p>Participants</p>	<ul style="list-style-type: none"> <li>• Participants are all dog owners with full-time jobs and who go out for activities more than once a week.</li> <li>• Two males, two females, and one nonbinary individual, between the ages</li> </ul>



	<ul style="list-style-type: none"> <li>of 20 and 75. One participant is a person with a visual impairment.</li> <li>The study is accessible for use with a screen reader and a switch device.</li> </ul>
Script	<p><b>During the unmoderated usability study</b></p> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"> <li><b>Prompt 1:</b> Pick a date and time to schedule a dog walker. <ul style="list-style-type: none"> <li><b>Prompt 1 follow-up:</b> How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a dog walker?</li> </ul> </li> <li><b>Prompt 2:</b> Select a dog walker.</li> <li><b>Prompt 3:</b> Confirm booking of a dog walker and complete the checkout process. <ul style="list-style-type: none"> <li><b>Prompt 3 follow-up:</b> How easy or difficult was this task to complete? Is there anything you would change?</li> </ul> </li> <li><b>Prompt 4:</b> From the home page, figure out where you would go to edit your address.</li> <li><b>Prompt 5:</b> How did you feel about this dog walking app overall? What did you like and dislike about it?</li> </ul> <p><b>After the unmoderated usability study</b></p> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"> <li>Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.” <ul style="list-style-type: none"> <li>I think that I would use this app frequently.</li> <li>I find the app unnecessarily complex.</li> <li>I think the app is easy to use.</li> <li>I need the support of a technical person to be able to use this app.</li> <li>I find the app easy to navigate.</li> <li>There is inconsistency within the app.</li> <li>I imagine that most people would learn to use this app quickly.</li> <li>I feel confident using the app.</li> <li>I need to learn a lot of things before I can start using this app.</li> <li>The main user flow is clear.</li> </ul> </li> </ul>
Schedule	<ul style="list-style-type: none"> <li>Recruitment starts: March 1</li> <li>Study dates: March 12-13</li> <li>Results available: April 1</li> </ul>

