UX Research Study — Booking musician for wedding venue Google UX Design Certificate

| **Introduction** | * **Title:** Usability study of Booking musician for wedding venue app * **Author:** Jaroslava Otmanová,UX Design student, j.otmanova@gmail.com * **Stakeholders**: app customers, musicians, wedding venue * **Date**: 04.08.2021 * **Project background**: We are creating a booking app to book a musician for a wedding venue. Booking should be clear and fast. Users should have the ability to verify the musician. * **Research goals**: Determine if users can complete core tasks within the prototype of the booking app. Determine if the booking app is difficult to use. Determine what features in the booking app are mainly used by users. |
| --- | --- |
| **Research**  **questions** | * Do users use the main filter or rather use the search option? * Do users use the Quick pick option? * Are there parts of the user flow where users get stuck? * Are there more features that users would like to see included in the app? * Do users think the app is easy or difficult to use? |
| **Key Performance Indicators**  **(KPIs)** | * use of navigation vs. search * user error rates |
| **Methodology** | * Unmoderated usability study * **Location**: Czech republic, remote (each participant will complete the study in their own home) * **Date**: Session will take place on August 6 afternoon * **Length:** Each session will take place approximately 10 minutes * **Compensation**: None |
| **Participants** | * People planning the music part of the wedding program. * Two males, two females, aged between 20 and 65. * The study is accessible for use with a screen reader |
| **Script** | **During the unmoderated usability study**  A list of prompts appears on the device screen   * **Prompt 1**: Pick date and style to filter musicians. (Note: date and style are pre-picked)   + **Prompt 1 Follow up**: How easy or difficult was this task to   complete? Is there anything you would change about the process?   * **Prompt 2**: Select a musician. * **Prompt 3**: Confirm booking of a musician and complete the checkout   process.   * **Prompt 3 Follow up**: How easy or difficult was this task to   complete? Is there anything you would change?   * **Prompt 4:** How would you find your favorited musicians? * **Prompt 5:** How did you feel about this booking a musician app overall? What did you like and dislike about it? |