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**: 05.09.2021 * **Project background**: We want to understand the user journey for   building a pizza, checking out, and completing an order on this app. Also,  we want to develop a deeper understanding about how customers are  currently using the product, and identify any potential pain points they  may experience as they interact with the product.   * **Research goals**: Determine if the app is easy to use. Determine if the user can easily recognize elements’ purpose on the page. |
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| **Research**  **questions** | * What insights can we gain from user flow for booking a musician? * Do the visual elements in the app support the customers in navigating   through the app?   * Are there parts of the user flow where users get stuck? * Do users think the app is easy or difficult to use? |
| **Key Performance Indicators**  **(KPIs)** | * use of navigating elements * 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 September 9th 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** | **Introduction**  “Hi, how are you today? Thank you very much for taking the time to talk  with us and share your opinions.  My name is Jarca and I am one of the UX designers working on the Booking musician app. Before we begin, I’d like to confirm that you’re okay with the  session being recorded. Do I have your permission?  I’ll start with a few questions, and then I’ll give you some tasks to complete  while using the app. Your feedback and comments are really valuable for  our team, and we’ll use your recommendations to make future  improvements to the app to provide users like you a better experience.  Please feel free to share your thoughts honestly, and keep in mind that  there are no right or wrong answers.  Do you have any questions about the session before we start?  ....Great! Let’s get started.”  **Warm up**   * Please tell us a little about yourself. * Do you have any experience with booking a musician?/Do you book a musician often? * What is important for you when picking a musician? * What is important for you when booking or ordering over an app?   **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? |