UX Research Study — Habit tracker Google UX Design Certificate

| **Introduction** | * **Title:** Usability study of habit tracker app * **Author:** Jaroslava Otmanová,UX Design student, j.otmanova@gmail.com * **Stakeholders**: app customers, teenagers * **Date**: 4.3.2022 * **Project background**: We are creating a habit tracker app for young people to motivate them into healthier habits. App should be simple and clear. Users should have the ability to add habits, track them and see the results of keeping that habit. * **Research goals**: Determine if users can complete core tasks within the prototype of the tracking app. Determine if the app is difficult to use. Determine what features in the app are mainly used by users. |
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| **Research**  **questions** | * Is the main dashboard clear enough? * Do users know how to add new habits? * Is overview of success encouraging to keep the habit ongoing? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task, user error rates, system usability scale (SUS) |
| **Methodology** | * Unmoderated usability study * **Location**: Czech republic, remote (each participant will complete the study in their own home) * **Date**: Session will take place on March 6 afternoon * **Length:** Each session will take place approximately 10 minutes * **Compensation**: None |
| **Participants** | * young people, especially teenagers * two males, two females, aged 14-19 * 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**: Find a button where you would add a new habit.   + **Prompt 1 Follow up**: How easy or difficult was this task to   complete? Is there anything you would change about the process?   * **Prompt 2**: Add a new habit to the list.   + **Prompt 2 Follow up:** Is there anything else you would add to your new habit detail info? * **Prompt 3**: Take a look at habit detail. * **Prompt 3 Follow up**: How easy or difficult was this task to   complete? Is there anything you would change?   * **Prompt 4:** How would you go to see your success of keeping the habit? * **Prompt 5:** How did you feel about this tracking a habit app overall? What did you like and dislike about it? |