

Introduction

- **Title:** Creating a payment App for a local Shop
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- **Stakeholders:** PayTime Customers, Paytime CEO and CFO
- **Date:** 2023/10/11
- **Project background:** This research aims to understand the user experience and usability of our payment app for local shops. Our project background includes:
Signals for Research: The need for this research arises from the increasing reliance on digital payment methods in local shops. We want to ensure our app meets the specific needs of local businesses and customers.
Previous Research: We have conducted preliminary user testing to inform the app's design. This research plan builds upon these insights to refine the app further.
Insights: The research will provide insights into user preferences, pain points, and any obstacles they encounter when using our app. These insights will inform design decisions and improvements.
- **Research goals:** To assess the usability and user-friendliness of the payment app. To identify any specific pain points or challenges users face during the payment process. To gather feedback on the overall experience and satisfaction with the app.

Research questions


1. How easy is it for users to make payments using our app?
2. Are there any specific features or functionalities that users find confusing or challenging?
3. What suggestions do users have for improving the payment app?
4. How satisfied are users with the overall payment experience?
5. Are there any security concerns or trust issues associated with the app?

Key Performance Indicators (KPIs)

- Task success rate: How much the users spend using the app
- Time to complete payment
- User satisfaction scores (e.g., NPS)
- Number of reported issues or pain points
- Conversion rate (successful payments)



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| Methodology | <ul style="list-style-type: none"> • We will conduct a usability study with real users. The study will include a mix of moderated in-person and remote usability testing. Participants will be asked to perform specific tasks related to making payments using the app while thinking aloud. We will observe their interactions, gather feedback, and record the sessions for analysis. • Date Sessions: 2023/11/10 • 8 participants will be tasked with using the app for payments and then complete a questionnaire. • Each Session will take 20 - 30 min. |
| Participants | <ul style="list-style-type: none"> • The aim is to recruit 8 participants for the study. • Participants should be representative of our target user base, including local shop owners and customers. We will ensure diversity in terms of age, gender, and tech-savviness. • Age group 18-75. Users with different genders. User with tech savviness and without. User with Visual impairments. User with Disability. • Incentive will be a R200.00 takealot voucher. <p>Prompt 1: From the home screen Select payment . Follow up with how easy it was to select and make payment? What would you change or improve?</p> <p>Prompt 2: Confirm payment Follow up on how comforting it was for payment approval, was there anxiety and trust? Follow up on how easy it was</p> |
| Script | <ul style="list-style-type: none"> • Introduction and welcome. • Brief participant background questions (name, age, occupation). • Explanation of the research process and assurance of privacy. • Participant consent for recording the session. • Task assignments: <p>Usability study questions:</p> <p>How easy was it to use the app?</p> <p>How often would you use the App</p> <p>Would you recommend it to your friends and family?</p> <p>Did you feel safe using the app providing your banking details?</p> <p>How quick was it to use the app?</p> |

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- Think-aloud protocol: Encourage participants to express their thoughts and feelings during the tasks.
 - Follow-up questions: After each task, ask for feedback, suggestions, and any issues encountered.
 - Closing remarks and thank you.