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| **Introduction** | * **Title:** Usability study of House of Flowers app * **Author:** Nazeeya Azeem, nazeeya.azeem@gmail.com * **Stakeholders**: Nazeeya Azeem * **Date**: 02/07/2023 * **Project background**: We want to understand the user journey for building a flower bouquet or selecting predefined bouquets, checking out, and completing an order on this app. Also, we want to develop a deeper understanding about how customers might use the app, and identify any potential pain points they may experience as they interact with the app. * **Research goals**:   + Determining if the House of Flowers app is easy to use   + Identify reasons why customers are using the app |
| **Research**  **questions** | * What insights can we gain from user flow for customers ordering and paying for a bouquet? * Do the visual elements in the app support the customers in navigating through the app? |
| **Key Performance Indicators**  **(KPIs)** | * User Error Rate * Search versus Navigation * System Usability Scale |
| **Methodology** | * Moderated Usability Study, conducted remotely with a UX designer supervising * **Location**: United States, remote (each participant will complete the study in their own home) * **Date**: Sessions will take place on July 12 (normal business hours) and July 13 (after hours) * **Length**: Each session will last 5 to 10 minutes, based on a list of prompts * **Compensation**: None |
| **Participants** | * Individuals who have used an app to order flowers in the past year. * Ages 18-65. * Diverse representation of gender, race, ethnicity, and sexual orientation. * One participant is a person with a visual impairment. |
| **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 Ryka and I am one of the UX designers working on the Flower Shop 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. * How often do you order flowers? * How do you decide where to order flowers from? * How often do you use apps to order flowers? * When you order flowers, do you generally use an app, or do you prefer to call the florist directly? * **Tasks:** * For the first task, I’d like you to open the app, select ‘Today’s Top Bouquet’ and complete the order.   + Follow-up Question: Did you find the task easy or difficult to complete? Is there anything you would change about the process of choosing a bouquet and completing your order? * For the second task, I’d like you to open the app, click ‘Build Your Own Bouquet’, select the flowers you want, and complete the order.   + Follow-up Question: Did you find the task easy or difficult to complete? Is there anything you would change about the process of choosing flowers and completing your order? * **Wrap-up questions and closing remarks:**   Well, these are all the questions for today. Thank you again for taking the time to speak with me, and for sharing your honest thoughts about the app. We’re always exploring ways to improve the service for customers, and your input today has been very helpful. |