UX Research Study — Plan Template Google UX Design Certificate

| **Introduction** | * **Title:** Usability study of Cafe App * **Author:** Jana Nozickova, UX designer at ABC, jana.nozickova@abc.com * **Stakeholders**: Cafe app senior executives, including Monica Blue   (VP of Sales) and Fernando Rodrigues (Chief Marketing Officer)   * **Date**: 12.1.2024 * **Project background**: We’re creating a new app for a Café, where users place orders in advance. We need to find out if the main user experience,   searching and ordering from the menu is easy for users to complete. We’d also like to understand the specific challenges that users might face in the searching ordering processes.   * **Research goals**: Determine if users can complete an order within the prototype of the cafe App. Determine if the app is difficult to use. |
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| **Research**  **questions** | * How long does it take a user to go through the order in the app? * What are the steps that users take to order their coffee? * 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)** | * Time on task * User error rates * System usability scale (SUS) |
| **Methodology** | * Unmoderated usability study * Location: Brno,, remote (each participant will complete the study   in their own home)   * Date: Sessions will take place on February 1 (weekday, normal business hours) and February 2 (weekend day) * Length: Each session will last 10-20 minutes, based on a list of prompts * Compensation: $10 gift card for participating in the study |
| **Participants** | * Participants are all people who visits a cafe at least once a week * Two males, two females, and one nonbinary individual, aged 18 to 60. One participant is a person with a visual impairment. * The study is accessible for use with a screen reader and a switch device. |
| **Script** | During unmoderated usability study   * Prompt 1: From the home screen, create a profile.   + Prompt 1 follow-up: How easy or difficult was it to create a profile? Is there anything you would change about the process? * Prompt 2: choose type of delivery and time   + Prompt 2 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of booking time of your order? * Prompt 3: Choose a snack from the menu   + Prompt 3 follow-up: How easy or difficult was it to complete your order? Is there anything you would change? * Prompt 4: Confirm your order and complete the checkout process.   + Prompt 4 follow-up: How easy or difficult was it to complete your order? Is there anything you would change?   After Unmoderated usability study.  Participants will complete the System Usability Scale. Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”   * + I think that I would use this app frequently.   + I found the app unnecessarily complex.   + I thought the app was easy to use.   + I think that I would need the support of a technical person to be able to use this app.   + I found that the various functions in this app were well integrated.   + I thought there was too much inconsistency in this app.   + I would imagine that most people would learn to use this app very quickly.   + I found the app very awkward to use.   + I felt very confident using the app.   + I found the payment system frustrating. |