

# Menu Planner

## Research Plan and Script

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### Overview

The Menu Planner is an app that helps novices in the kitchen create a weekly dinner menu and create a grocery shopping list.

### Research Questions

When using the Menu Planner app:

1. Can users figure out how to get started?
2. Can users easily answer the questions to help the app suggest recipes?
3. What is the most useful section of the app?
4. Do users understand the navigation system?
5. Is it easy to create a menu?
6. Is the function to create a shopping list easy to use?
7. What is the overall impression of the app?
8. How easy is the app to use?

### Logistics

Participant Name	Phone Number	Interview location	Interview time & date
1.			
2.			
3.			

### Recruiting requirements

- Novice cook
- Interested in cooking
- iPhone or iPad owner
- Cooks dinner (or would like to cook dinner) 3 or more

# Script

## Introduction

Hi, my name is Sarathi and I'm taking a UX design class and am working on a project to design an app that will help people who are not great cooks create a weekly menu and a grocery shopping list.

Thanks for meeting with me today. Before we start I'm just going to explain a little bit about how we will spend the next 30 minutes together.

I'm going to show you a paper prototype of a mobile app. You can use your finger to point and touch the paper and then I will show you how the app would react if it was really on your phone.

As we go through the app I'd like to ask you to "think aloud" by telling me what you are thinking and doing as you go along. If you get confused or don't understand something you see, tell me. If you see things you like, tell me that too.

Keep in mind that I am not the designer who made what you will be looking at today, so you won't hurt my feelings if you say you don't like something, or flatter me if you say you do like something.

Please just be as open and honest as you can, so that we can make this app better for people like you.

Also keep in mind that I am not testing you! We are trying to test the mobile app to see if it is easy to use, so if things feel hard or strange, that's not because you are doing something wrong, it's because the app hasn't been designed correctly. In fact, it's a good thing if you feel that way, because that means you have uncovered a problem with the app and I will know what we need to fix before the app is released.

We'll conduct this discussion like a conversation, but if there's any reason that you don't wish to continue at any time, that's fine – just let me know.

## Recording:

I'd like to record this session for my research purposes only. This way I also don't have to take notes on everything and can concentrate on talking to you. Do I have your permission to record our conversation? This will record our voices and the computer screen.

Do you have any questions before we start?

**NDA (not needed for my project)**

## App testing

Ok great, let's get started.

- **Set The Scene:**

Imagine it's Sunday morning and you're thinking ahead about what you're going to eat for dinner next week. You walk into your kitchen, open the fridge and start scratching your head.

- **Activity 1: Open the app and answer the questions in the opening screen.**

So you're trying to plan what to eat for the week. How would you do that with this app?

- **Activity 2: Menu creation**

So now you have a bunch of recipes the app has suggested. How are you going to use these recipes to create a menu?

- **Activity 3: Grocery List Creation**

Now you've created your menu. How would you determine what ingredients you need to make all these meals?

- **Closing**

Thanks so much for your time today. You've given me some useful feedback. Do you have any final questions before we wrap up?

## **Cheatsheet**

Things to say to help moderate the participant and move them through the test. (Remember, you are the guide!)

- **If they encounter a problem in the design**

- "We expected to uncover problems in the design. You are not doing anything wrong - we knew there would be issues and you are helping us find them."
- "I haven't quite worked out how this feature should work but your feedback is helpful in figuring this out."

- **If they forget to think aloud**

- "What are you thinking right now?"
- "What are you finding confusing on this screen?"

- "I know it's an unusual thing to do but could I please ask you to keep thinking out loud and talk as you go along? It really helps me understand your experience better."

- **If they get upset**

- "This is very helpful for us, we are uncovering a lot of problems in the design that will help us make the app better."
- You're struggling with the same areas that other people found confusing - you're totally normal

- **If they have a question**

- We're trying to understand how a person would use this without anyone helping them. What would you do if you were at home and I wasn't sitting beside you?

## **Note Taking Tips**

Only record what's important

- If someone is really happy
- If someone is really frustrated
- If someone fails a task
- Write down short quotations

## **What to bring to the test**

- ❑ A print out of the script
- ❑ Recording Consent form (if needed)
- ❑ NDA (if needed)
- ❑ Pen + paper / recording tools
- ❑ Test setup checklist

## **Test setup checklist**

- ❑ Reset the mobile app / site to the default settings
- ❑ Clear the test area of any open documents, written notes, etc.
- ❑ Prepare participant forms: scenarios, intro script, consent form
- ❑ Optional: Verify the recording equipment
- ❑ Optional: Make sure the brightness on the screen is reduced