

Introduction

- **Title:** Creating Le Pain Bakery ordering app
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- **Stakeholders:** Le Pain Bakery customers, Francesca Dubois - owner
- **Date:** 04/27/2023
- **Project background:** We're creating an app for Le Pain Bakery to help people place orders ahead of time, so they can skip in-store lines. They are also able to see menu availability to know what's in-stock ahead of time.
- **Research goals:** Figure out if placing orders ahead of time in the app actually saves people time and if they can easily complete the order process.

Research questions

- How long does it take for a customer to place an order?
- What can we learn from the steps a user takes to place an order?
- Are there any parts where users are getting stuck?
- Is the payment process easy for the user?

Key Performance Indicators (KPIs)

- Time on task: how much time users spend placing an order
- Conversion rates: how many bakery orders users are ordering
- User error rates: how often do users get stuck trying to place an order

Methodology

- Unmoderated usability study
- Location: United States, remote (participants will go through the usability study in their own homes)
- Date: Sessions will take place on April 29 & 30
- 5 participants complete the ordering process on their own. Each participant completes a questionnaire on their experience privately.
- Each session will last 30 minutes, and will include an introduction, a list of tasks, and a short questionnaire




Participants

- Participants are people who visit the bakery at least 3 times a month, whether on their way to or from work, or on the weekend.
- 2 Male, 2 Female, 1 Nonbinary, all aged 20 - 70 years old
 - 2 users of assistive technologies (screen reader, language translator)
- Incentive: \$10 Le Pain Bakery gift card, redeemable in person or through the app

Script

- **Intro:**
 - Before we begin, do I have your consent to take both audio and video recordings of this interview?
 - I want you to know that this is not a test. There are no right or wrong answers and my goal here today is to receive honest feedback.
 - If you have any questions, please do not hesitate to ask.
 - This data is being collected to help create an app for a bakery so customers can place an order ahead of time. Your answers will help us make the app easier for people to use.
 - Basic questions:
 - Do you live in an area with a lot of bakeries?
 - Do you have a favorite bakery?
 - How many times a week do you visit a bakery?
 - How much time do you usually spend ordering in-person?
 - Can you talk me through a normal day in your life?
 - Excellent! If you're ready, let's move onto the activities you'll be working on.
- **Prompt 1:** Open the Le Pain Bakery app on your phone and start an order to be picked up ASAP. Add one item to your bag.
 - **Prompt 1 Follow-Up:** How easy or difficult do you feel it is to add an item to your bag? What was easy and what was challenging? Is there anything you would change?
- **Prompt 2:** If I said "cancel that order" would you know what to do?
 - **Prompt 2 Follow-Up:** Try it out now, please.
 - **Prompt 2 Follow-Up:** Did you find anything confusing?
- **Prompt 3:** Start an order to be picked up on May 3rd at 9:00 a.m. Add at least 5 items to your bag.
 - **Prompt 3 Follow-Up:** How easy or difficult do you feel it is to add multiple items to your bag? What was easy and what was challenging? Is there anything you would change?
- **Prompt 4:** Finally, review your bag and complete the checkout process.
 - **Prompt 4 Follow-Up:** How do you feel the process was for





completing an order? What are your feelings about the amount of time it took to complete? Is there anything you would change?

- **Prompt 5:** How did you feel about the Le Pain Bakery app overall? What did you like and dislike about it?