

[Auto Dasher]

Research Plan

PM: Ying
UXR:
UX:

STATUS: **DRAFT**

Objectives

Methodology

Participants

Interview Sessions

Introduction

Background Questions

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Objectives

I want to be clear about the target users of my product. I want to know if the target user is satisfied with the human-computer interaction and robotic food delivery process based on the prototype. If not, how can it be improved?

Methodology

Find 5 target users, let them use the product prototype, and ask some open questions to collect feedback and suggestions from target users. Then summarize and analyze the feedback and suggestions to improve the prototype of the product

Participants

Split between full-time couriers and part-time couriers

Split between bike rider and vehicle driver

Participants are the target users of Auto Dasher. My target users are mainly delivery couriers. These couriers are between 20 and 50 years old, they own a smartphone (Apple

or Android) and they have a lot of orders every day. If given the opportunity, they are willing to spend money to improve their food delivery efficiency and service quality, for higher profit.

Interview Sessions

Introduction

This is a user study task of product prototype. Participants will understand the context of the entire product first. We will define some hypothetical scenarios for the study. Users will experience the basic process of the product through the prototype. We will provide participants with the necessary explanations to ensure that participants can understand the content of the prototype and ignore some of the missing parts in the prototypes. During the process, we will ask the participants some questions and record the participants' responses. Participants need to sign the relevant disclaimer with us before each user study.

Background Questions

Are they full-time food couriers or not?
Are they drive car or ride bike for delivery food
Do they own a smartphone (Apple or Android)?
What they know about the Auto delivery robot?

Tasks

5 target users, each for 10 mins. Let users experience the product prototype, Then as them some questions at each interaction stage.
Disclaimers: Prototype-- not everything may work. You're not being tested. Want your feedback on what we've built. Please think out loud]

Task 1

At the "robot ready to go" page

Ask questions:

- What do you think of this page
- What you expect about next page
- What make you confuse

Task 2

At the "tracking" page

Ask questions:

- How would you feel about robots automatically delivering food?

- How can you improve this page
- What you gonna do if the robot is stuck

Wrap Up

At the end of the task

Ask questions:

- Would you use it, why and why not?
- How would you make it better?

Thanks participants for come