

UX Research Study — Plan

Introduction

- **Title:** Creating an ordering app for Bibliophile's Bookshop
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- **Stakeholders:** Bibliophile's Customers and Bibliophile's Owners
- **Date:** 09/06/23
- **Project background:** I am creating an app for Bibliophile's Bookshop, the local bookshop in the town. There has been a drop in sales due to people using online platforms such as Amazon and ThriftBooks to order books and therefore creating this app will allow the loyal customers of the bookshop to place their orders online and pick up based on their convenience. I want to create a product that can compete in the market, improve sales and increase customer satisfaction.
- **Research goals:** I would like to figure out what specific difficulties the users encounter when they try to complete the core tasks of the Bibliophile's Bookshop: book selection, ordering and in-app navigation.

Primary Research questions

- How long does it take for the user to select and order a book/ multiple books in the app?
- Are the users able to successfully locate and purchase the book/s they want?
- What can we learn from the steps the user took to find and order a book/s?
- Are there any parts in the ordering process where the user is getting stuck?
- Is the checkout process and the order pickup scheduling process easy for the customer?

Key Performance Indicators (KPIs)

- **Time on Task:** How much time are the users spending browsing and ordering books?
- **Conversion Rates:** How many books are customers ordering?
- **User Error Rates:** How often during the browsing and ordering process are users getting stuck?
- **System Usability Scale:** A questionnaire to evaluate customer feedback



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| Methodology | <ul style="list-style-type: none"> • Unmoderated usability study • Location: United States, remote (participants will go through the usability in their own locations) • Date: Sessions will take place between Sept 10-17 • 8 participants will use the app to browse, search and order books through the app. Each participant will then complete a questionnaire on their experience. • Each session will last for 25-30 minutes. |
| Participants | <ul style="list-style-type: none"> • Participants should be avid readers and regularly purchase books. • Participants need to reside in the town or around a 20 mile radius of the bookshop. • Participants have to be above 18 • Participants should include a fairly even distribution of genders across the spectrum and people with different disabilities including: <ul style="list-style-type: none"> ○ 1 user of assistive technologies ○ 1 user with an visual impairment ○ 1 user with an auditory impairment ○ 1 user who is not fluent in English • Incentive: A free book from the Bookshop upon completion of the questionnaire. |
| Script | <ul style="list-style-type: none"> • Prompt 1: From the home screen, create a profile <ul style="list-style-type: none"> ○ Prompt 1 Follow-Up: How easy or difficult was it to create a profile? Is there anything you would change about this process? • Prompt 2: Start searching for a book <ul style="list-style-type: none"> ○ Prompt 2 Follow-Up: How easy or difficult was the task? Is there anything you would like to change? • Prompt 3: Scroll through Book Description and Reviews <ul style="list-style-type: none"> ○ Prompt 3 Follow-Up: How easy or difficult was the task? Is there anything you would like to change? • Prompt 4: View Cart, Schedule a Pickup Date and Time, Complete Checkout Process. <ul style="list-style-type: none"> ○ Prompt 4 Follow-Up: How easy or difficult was the task? Is there anything you would like to change? • Have the participant complete the System Usability Scale. Participants are asked to score the following with one of five responses that range from Strongly Agree to Strongly Disagree: <ul style="list-style-type: none"> ○ I think I will use the app frequently ○ I found the app to be unnecessarily complex ○ I thought the app was easy to use ○ I found the various functions of the app well integrated ○ I believe most people would find this app easy to use ○ I found the payment system frustrating ○ I found the scheduling time and date feature cumbersome |