UX Research Study — Plan

Introduction	• **Title:** Creating a dedicated online store app for Jeux Arcade for • **Author:** Simran Farrukh, UX researcher at AppDesign Consulting. Email: farrukhsimran@gmail.com • **Stakeholders**: Jeux Arcade customers, Jeux Arcade CEO and CFO • **Date**: 12/17/2022 • **Project background**: We're creating a Jeux Arcade app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction. • **Research goals**: We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Jeux Arcade app: item selection, ordering, and in-app navigation.
Primary research questions	• How long does it take for a user to browse, select, demo, and order a video game in the app? • Are users able to successfully demo and order the video game that they want? • What can we learn from the steps users took to demo a video game? • Are there any parts of the video game ordering process where users are getting stuck? • Is the payment process easy for the customer?
KPIs	• Time on task: how much time users spend browsing and ordering a video game • Conversion rates: how many games customers are ordering • User error rates: how often users get stuck trying to demo, find, or order the game they want • System Usability Scale: a questionnaire to evaluate customer feedback

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Methodology	• Unmoderated usability study • Location: Canada, remote (participants will go through the usability study in their own homes) • Date: Sessions will take place between January 15-22. • 7 participants will search, demo, order through the app. Each participant will then complete a questionnaire on their experience. • Each session will last for 25-30 minutes

Participants	• Participants are anyone who wants to buy a video game
	• Participants need to reside in metropolitan and suburban areas.
	• Participants should be between 18 and 62.
	• Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including:
	    ○ 1 user of assistive technologies
	    ○ 1 user with a visual impairment
	    ○ 1 user with an auditory impairment
	    ○ 1 user who isn't fluent in English
	• Incentive: a $25 electronic gift card to Jeux Arcade upon completion of the questionnaire.

Script	• Prompt 1: From the home screen, browse your prefered game
	    ○ Prompt 1 Follow-Up: How easy or difficult was it to find the game you wanted? Is there anything you would change about the process?
	
	• Prompt 2: Start demo-ing the game
	    ○ Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of demo-ing?
	
	• Prompt 3: Choose to checkout or add more games to cart
	    ○ Prompt 3 Follow-Up: How easy or difficult was the process? 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?
	
	• Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses

that range from Strongly Agree to Strongly disagree:

- 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 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 cumbersome to use.
- I felt very confident using the app.
- I needed to learn a lot of things before I could get going with this app.
- I found the payment system frustrating.
- I found the ordering process cumbersome.