

Introduction	<ul style="list-style-type: none">● Title: Build an app to purchase tickets for Ticket Buying App● Author: Nicholas R Van Hemert, UX Researcher at Ticket Buying App, nvh12345@email.com● Stakeholders: Ticket Buying App CEO and CFO● Date: 11/13/2021● Project background: We're creating an app for buying tickets for events and activities. Our aim is to create an app that is simple and easy to use that can be competitive with our competitors' apps while making our customers happy.● Research goals: To try to figure out what our customers found easy to use, what could be improved, and how the process from start to finish is.
Research questions	<ul style="list-style-type: none">● How long does it take to find and select tickets?● Are users finding the tickets for events they want● How easy are the steps to purchase tickets● Where are users having difficulties● Where can we improve search/purchase steps
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task: How long does it take to complete purchasing of ticket(s)● use of navigation vs. search: Are customers using search bar more than UX navigation● Drop-off rates: How many users aren't completing purchasing with app
Methodology	<ul style="list-style-type: none">● Moderated Usability Study● Location: San Francisco, Ca (Ticket Buying App headquarters)● Dates: December 12-14● 12 Participants will Buy tickets to an event of their choosing● Sessions will last 20-30 minutes
Participants	<ul style="list-style-type: none">● Participants are anyone who plans to purchase tickets online● Participants can reside in any area● Participants are older than 18● Participants should be an even division of age● Participants should be split between:<ul style="list-style-type: none"><input type="checkbox"/> 3 who are proficient mobile users<input type="checkbox"/> 3 who are average mobile users<input type="checkbox"/> 3 who are basic mobile users<input type="checkbox"/> 3 who are new to mobile use● Incentives: Will be given credit towards buying tickets in the future



Script

- Prompt 1: From the main menu search for your desired event.
 - What do you think could be changed about search?
 - What did you like about search?
- Prompt 2: Select your tickets and add them to your cart.
 - How easy was the process to select tickets and add them to your cart?
- Prompt 3: Open your cart to view items in cart?
 - Was it easy to find your cart and view your items?
 - What could be changed?
- Prompt 4: Click the purchase button on the items in your cart and proceed to checkout.
 - How difficult was it to find the purchase button?
- Prompt 5: Finish your ticket purchase and confirm your purchase.
 - How was your purchase process?
 - What would you suggest to make purchasing tickets easier?
- Have the participant complete the System Usability Scale. Participants
- are asked to score the following 7 items with one of five responses
- that range from Strongly Agree to Strongly disagree:
 - I would frequently use this app
 - I found the app too complex
 - I think the app is easy to use for beginners of mobile apps
 - I think app features are inconsistent
 - This app could be used by anyone of any technical level
 - Payment is overly complicated
 - The navigation of the app is simple and easy to use.