UX Research Study

Introduction	• **Title:** Creating an app to order snacks in a movie theatre • **Author:** Fanindra M, UX Researcher. Email: fanindramaharana@gmail.com • **Stakeholders**: Lazy Popcorn customers, Lazy Popcorn owner and staff • **Date**: 20-03-2022 • **Project background**: We're creating an app for Lazy Popcorn, where the users can order their favourite popcorn, beverages, etc and get them delivered right to their seats. We need to build an app that is easy to use and can be accessible by every user group (say elderly people, young adults, adults and even children) • **Research goals**: We need to ask the users about their initial impressions in using the app, whether they're facing any difficulties while ordering their snacks, or they faced any issues regarding the visuals and features of the app, etc. We would also take a note about things that are missing from the app and what else can we add to make the user experience better.
Research questions	• Were you able to add your required products to the cart? • Were you able to check out your order and complete the payment process? • How did you feel while searching for the snacks and beverages you needed? • Were you able to find them easily or did you face any problems while searching for something? • Were you stuck during any step while ordering your snacks?
Key Performance Indicators (KPIs)	• Time taken for finding their snacks. • Time is taken for completing the order. • Conversion rate: How many people that started ordering could actually complete their orders and receive them. • User error rates: Were users stuck at any step during the order process. • System Usability Scale: a questionnaire to evaluate customer feedback.
Methodology	• Unbiased and unadulterated usability study. • Prasads IMAX, Hyderabad • Session will take place on 27 March (Next Sunday). • There'll be 5 participants, and they'll use the app in the theatre to order their snacks and beverages. Then, each participant will complete the questionnaire on their user experience. • Each session will last for around 10-15 mins.

Participants	- Participants are people who are going to watch a movie in Prasad's IMAX on the 27th of March - Participants are categorized into 11-18 year age groups - 1 member. 19-39 - 2 members, above 40 - 2 members. - One user who orders for the first time in any app - One active internet user - One person who is visually impaired. - Incentive: Flat 100/-off on their next order on Lazy Popcorn.
Script	- Prompt 1: Sign up page How was your experience while creating your profile. Did you face any challenges - Prompt 2: Searching products Was it easy to search products you need Did you face any difficulties - Prompt 3: Adding products to cart How did you feel like when adding things to the cart? Did you face any challenges or di you stuck at any step - Prompt 4: Completing the transaction and checking out Did you face any difficulties while making the payment and checkout - Prompt 5: Receiving the order - How did you feel when you placed your order and received them at your seats - Make users complete the System Usability Scale. Participants are asked to score the following 10 items with one of the five responses that range from Strongly Agree to Strongly disagree: - Use the app frequently - App is easy to use and less complex - The process was straightforward, from beginning to end. - Did not stick at any step while using the app - The app was overwhelming - The app does seem to help my needs - There are various features that are useful for everyone. - The payment page was difficult to use - I would recommend this app to others.