UX Research Study — Plan Template

Introduction	● **Title: Creating an app for online medical services** ● **Author:** Vishal Juneja, Software Engineer at ABC Company, v123@gmail.com ● **Stakeholders**: CEO and Management of the company. ● **Date**: 1/03/2022 ● **Project background**: we are creating the service app for medical purposes. ● **Research goals**-we are figure out the whole process or experience of flow of app and ordering the medical packages and book the appointment
Research questions	• How long to book the appointment of doctor. • Live chat working or not. • Any bottleneck through the flow of ordering or booking. • After order confirmation receive in phones and email.
Key Performance Indicators (KPIs)	• Time on Task:-how much time to user spend to ordering the medicines and booking of appointment. • Conversion rates:-how many ordered delivered and how many appointment book • User Error rate:-how often users got stuck in flow of ordering or booking • System Usability Scale:-Questionnaire to evaluate the customer feedback
Methodology	• Location :-NCR area India • Date:-Sessions take place between March 11-18. • 15 participants will order the medical services. Each participants will complete a questionnaire on their experience • Each sessions will last for 20-25 min
Participants	• Everyone who need basic to advanced medical urgency. • They are live in NCR area • Include below participants ➢ 1 user of Auditory ➢ 1 user of visual impairment ➢ 1 user for assistive technologies ➢ 1 user who isn't fluent in English

	- W e are focusing on even distribution of gender and people with different abilities

Script	Intro
	  - Before we begin do I have your consent to take both audio and video recording for interview?
	  - I want you to know that this isn't a test. There is no "right answer and none of your response will be considered wrong
	  - If you have any question please don't hesitate
	
	Prompt 1:-open and app ordering the medicine
	  - Prompt 1 follow up:-is there is any bottleneck you face. What is the best thing you like and which one is worst
	Prompt 2:-open and app book an appointment
	
	  - Prompt 2 follow up:-is there is any bottleneck you face. What is the best thing you like and which one is worst
	Prompt 3:- open a app and access the library where health related recorded videos present
	  - Prompt3 follow up:-is this video useful for you?,
	  - Prompt 3 follow up:- video is supported to your mobile
	Prompt 4:- open an app and access emergency option to call or availability of the nearby doctor
	
	  - Prompt4 follow up:-is this feature like by you
	  - Prompt 4 follow up:-ids this feature working well in your phone
	
	Prompt 5:- how did you feel about the medicose app overall. What did you like and dislike about it?