UX Research Study — Plan Template Google UX Design Certificate

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| **Introduction** | * **Title:** Usability study of Ordering App with Nutrition Calculator for Theme Park Snack Shop * **Author:** Adrienne Duchnowski, UX Designer [adrienne.yao@gmail.com](mailto:adrienne.yao@gmail.com) * **Stakeholders**: Adrienne Duchnowski, UX Designer * **Date**: November 3, 2021 * **Project background**: We would like theme park visitors to maximize their fun without fully compromising health concerns. We created an integrated snack ordering app that allows visitors to order food and keep track of these snacks and their nutritional content so they can feel good about their choices. * **Research goals**: Find out what are the elements of nutrition that are most important, and figure out how that can be accessed and displayed to the app user, without detracting from the intended theme park experience. |
| **Research**  **questions** | * Are the users using the food and calorie filters at the beginning of the app to limit their browsing list? On first purchase, on subsequent purchases? * Are users able to easily update their filters if they don’t see anything they like? * How long does it take to review the nutritional details before adding or moving on to their next action? * What are the main nutritional elements(macro/micro) users look for to help them accept or reject a snack to order? * Does the nutritional content display interfere with the ordering process? * How might we display the summaries so it’s more about fun with mindfulness, than the pure clinical nutritional sense? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * use of navigation vs. search * system usability scale (SUS), etc. * Net Promoter Score |
| **Methodology** | * Unmoderated usability study * Location: US Theme Park * Date: November 12 and 13 during normal business hours. * Length: Each session will last 5-10 minutes, based on a list of prompts. * Compensation: $25 theme park gift card. |
| **Participants** | * Adults between the ages of 18-29 year old, with some older participants * A mix of men and women * A mix of people who exercise/don’t exercise. * A mix of people who do and do not have dietary restrictions. |
| **Script** | **During the moderated usability study**  Give background of project. Tell user the nutritional calculator has been integrated into the food ordering app, and we want to get a general sense of how they feel about the experience as they are making a purchase. Remind the users it’s a lo-fi prototype, so they should mainly focus on the nutritional aspects of the app, and only comment about any of the checkout experience in relationship to the nutritional information and calculator that is presented. These instructions following instructions will be read out to the user loosely. The user will be encouraged to talk through their thoughts, share their emotions and react as they encounter the various screens throughout the prototype.   * **Prompt 1:** Open up the app and start using it.   + follow-up: How do you feel about the range of nutritional selectors at the beginning? * **Prompt 2:** Browse and look into the items.   + **Prompt 2** follow-up: How do you feel about the way the nutritional content is presented? What features here would be helpful to make you make a snack choice? * **Prompt 3:** Complete an order * **Prompt 4:** Look at your nutrition dashboard.   + **Prompt 4** follow-up: How do you feel about the way your nutritional intake is presented to you? What did you like, dislike about it?     **During the unmoderated usability study**  Participants will complete the System Usability Scale   * Participants will score the following ten statements by selecting one of the five responses that range from “Strongly Disagree” to “Strongly Agree.”   + The filters accounted for all my nutritional concerns   + I was able to easily adjust my filters or disable them as I moved through the app   + My nutrition summary presented summaries that I found helpful   + I found the nutritional information presented overwhelming   + The nutritional label helped me pick the snack I wanted   + My nutrition summary helped me be more mindful of what I was going to purchase next   + I felt the nutritional information presented detracted from the ordering and checkout process   + I felt the nutritional information was presented in a fun way   + I would use the integrated nutritional calculator the next time I order |
| **Schedule** | * Recruitment starts: Nov 12-13 * Study dates: Nov 12-13 * Results available: Dec 1 |