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| **Introduction** | * **Title:** Creating a search and training app for Young Talent Hunter. * **Author:** Zoilo Evangelista Silang, student, silangzoilo@gmail.com * **Stakeholders**: Young Talent Hunter users, Young Talent Hunter CEO and CFO * **Date**: 10/31/2020 * **Project background**: We’re creating a Young Talent Hunter App to attract and retain users in our online system. We noticed that our competitors offer dedicated mobile apps for their users to register and use through, and they have been very successful. We want to create a product that can compete in the market, improve learnings of young talent hunter users, and increase user satisfaction. * **Research goals**: We’d like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Young Talent Hunter app: coach/scouts’ selection, trainings, and in-app navigation. |
| **Primary research**  **questions** | * How long does it take for a user to select and find a team in the app? * Are users able to successfully approve the team that they want? * What can we learn from the steps users took to gather a team? * Are there any parts of the app process where users are getting stuck? * Is the training provided by coaches/scouts are free? |
| **KPIs** | * Time on task: how much time users spend navigating and searching for team in the app. * Conversion rates: how much to pay for trainings if it is payable by other coaches/scouts. * User error rates: how often users get stuck trying to find teams. * System Usability Scale: a questionnaire to evaluate customer feedback |
| **Methodology** | * Unmoderated usability study * Location: United States, remote (participants will go through the usability study in their own homes) * Date: Sessions will take place between November 15-22. * 7 participants will find teams and trainings 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 participate at least once a week. * Participants need to reside in metropolitan and suburban areas. * Participants should be between 8 and 12. * 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 $15 gift card to Young Talent Hunter upon completion of the questionnaire. |
| **Script** | * Prompt 1: From the home screen, create a profile   + Prompt 1 Follow-Up: How easy or difficult was it to create a profile? Is there anything you would change about the process? * Prompt 2: Start searching for team   + Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of searching team? * Prompt 3: Choose a Skills and talents you want to enhance   + Prompt 3 Follow-Up: How easy or difficult was the customization process? Is there anything you would change? * Prompt 4: Confirm your team and proceed to payment if the team is payable.   + Prompt 4 Follow-Up: How easy or difficult was it to complete team approvement? 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 searching coac/scouts process cumbersome. |