

## UX research study — TEALICIOUS App

Introduction	<ul style="list-style-type: none"><li>● <b>Title:</b> Usability study of a tea ordering app</li><li>● <b>Author:</b> Heaven Barlow, UX designer, barlowheaven@gmail.com</li><li>● <b>Stakeholders:</b> Dog walker app senior executives, including Lisa Gerber (VP of Sales) and Marie Martinez (Chief Marketing Officer)</li><li>● <b>Date:</b> 12/1/2021</li><li>● <b>Project background:</b> We're creating a new app to help people order teas and pastries online. We need to find out if the main user experience, ordering online, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching and ordering processes.</li><li>● <b>Research goals:</b> Determine if users can complete core tasks within the prototype of the Tea ordering app. Determine if the dog app is difficult to use.</li></ul>
Research questions	<ul style="list-style-type: none"><li>● How long does it take a user to find and place an order in the app?</li><li>● What can we learn from the user flow, or the steps that users take, to order online?</li><li>● Are there parts of the user flow where users get stuck?</li><li>● Are there more features that users would like to see included in the app?</li><li>● Do users think the app is easy or difficult to use?</li></ul>
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"><li>● Time on task.</li><li>● Conversion rate.</li><li>● System Usability Scale.</li></ul>
Methodology	<ul style="list-style-type: none"><li>● Unmoderated usability study</li><li>● <b>Location:</b> United States, remote (each participant will complete the study in their own home)</li><li>● <b>Date:</b> Sessions will take place on January 3rd (normal business hours) and January 5th (after hours)</li><li>● <b>Length:</b> Each session will last 5 to 10 minutes, based on a list of prompts</li><li>● <b>Compensation:</b> \$10 Target gift card for participating in the study</li></ul>
Participants	<ul style="list-style-type: none"><li>● Participants are all tea drinkers with full-time jobs and who order out more than once a week.</li><li>● Two males, two females, and one nonbinary individual, between the ages</li></ul>



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	of 20 and 75.
Script	<p><b>During the unmoderated usability study</b></p> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"><li>● <b>Prompt 1:</b> Place an order using the app.<ul style="list-style-type: none"><li>○ <b>Prompt 1 follow-up:</b> How easy or difficult was this task to complete? Is there anything you would change about the process of ordering online?</li></ul></li><li>● <b>Prompt 2:</b> Select a TEALICIOUS location.</li><li>● <b>Prompt 3:</b> Confirm your order and complete the checkout process.<ul style="list-style-type: none"><li>○ <b>Prompt 3 follow-up:</b> How easy or difficult was this task to complete? Is there anything you would change?</li></ul></li><li>● <b>Prompt 4:</b> From the account page, figure out where you would go to edit your address.</li><li>● <b>Prompt 5:</b> How did you feel about this app overall? What did you like and dislike about it?</li></ul> <p><b>After the unmoderated usability study</b></p> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"><li>● Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”<ul style="list-style-type: none"><li>○ I think that I would use this app frequently.</li><li>○ I find the app unnecessarily complex.</li><li>○ I think the app is easy to use.</li><li>○ I need the support of a technical person to be able to use this app.</li><li>○ I find the app easy to navigate.</li><li>○ There is inconsistency within the app.</li><li>○ I imagine that most people would learn to use this app quickly.</li><li>○ I feel confident using the app.</li><li>○ I need to learn a lot of things before I can start using this app.</li><li>○ The main user flow is clear.</li></ul></li></ul>
Schedule	<ul style="list-style-type: none"><li>● Recruitment starts: 12/6/2020</li><li>● Study dates: January 6-13</li><li>● Results available: February 10th</li></ul>

