

# UX Research plan\_Workout365

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduction       | <ul style="list-style-type: none"><li>• Title: Usability study of user flow for workout365 app.</li><li>• Author: Alice Jeong</li><li>• Date: 29th July</li><li>• Project background: create a home workout app to help people exercise at home during this pandemic. In this research, I aim to figure out if the main user flow is easy for users to complete. I'd also like to understand the specific challenges that users might face in the free trial to workout process.</li><li>• Research goals: Determine if users can complete core tasks within the prototype of the Fitness app. Determine if the Fitness app is difficult to use.</li></ul> |
| Research questions | <ul style="list-style-type: none"><li>• How long does it take to complete all the processes?</li><li>• Are there any parts of the user flow where users get stuck?</li><li>• Do users think the app is easy or difficult to use?</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Methodology        | <b>Moderated usability study</b> <ul style="list-style-type: none"><li>• Location: South Korea &amp; Japan, remote (Each participant will complete the study in their own home)</li><li>• Date: Sessions will take place on July 29 (normal business hours) and July 29(after hours)</li><li>• Length: Each session will last 5 to 10 minutes, based on a list of prompts</li><li>• Compensation: Coffee coupon</li></ul>                                                                                                                                                                                                                                  |
| Participants       | <ul style="list-style-type: none"><li>• Participants are all fitness beginners with full-time jobs and who work from home after Covid19</li><li>• One male, One female between the age of 20 and 30.</li><li>• The study is accessible for use with a screen reader and a switch device.</li></ul>                                                                                                                                                                                                                                                                                                                                                         |
| Script             | <b>During the moderated usability study</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | <ul style="list-style-type: none"> <li>● <b>Prompt 1</b> : Pick the work out goal button <ul style="list-style-type: none"> <li>○ Prompt 1 follow-up : How easy or difficult was this task to complete? Is there anything you would change in the process?</li> </ul> </li> <li>● <b>Prompt 2</b> : Pick the button to get a free coupon <ul style="list-style-type: none"> <li>○ Prompt 2 follow-up: How easy or difficult was this task to complete? Is it a clear guide for you to have the free coupon?</li> </ul> </li> <li>● <b>Prompt3</b> : Pick the workout start button <ul style="list-style-type: none"> <li>○ How easy or difficult was this task to complete?</li> </ul> </li> <li>● <b>Prompt 4</b> : Select a trainer and book the workout schedule.</li> <li>● <b>Prompt 5</b>: Confirm booking of a trainer and enter the session. <ul style="list-style-type: none"> <li>○ Prompt 5 follow-up: Is there anything you would change?</li> </ul> </li> <li>● Prompt 6: From the home page, figure out where you could go to see the feedback.</li> </ul> <p><b>After the usability study</b></p> <ul style="list-style-type: none"> <li>● How did you feel about this fitness app overall? What did you like and dislike about it?</li> </ul> |
| <b>Schedule</b> | <ul style="list-style-type: none"> <li>● Recruitment starts: July 29</li> <li>● Study dates: July 29-30</li> <li>● Results available: Aug 1</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |