

Introduction

- **Title:** Create a Shopping App for h.u.e Art Gallery
- **Author:** Hiral Mangrola, UX Designer
- **Stakeholders:** Shopping App users and founder of h.u.e Art gallery
- **Date:** 14 June 2022
- **Project background:** We are creating a shopping App for h.u.e Art gallery to help art connoisseurs and art collectors buy their favorite art product without visiting the Art gallery. Our users belong to a working background and with family, do not always get time to pay a visit to make a purchase. Here is an attempt by the Art gallery to let our customers at ease. We aim to create a product to compete strongly in the market, increase sales and make our customers happy.
- **Research goals:** We would like to know if the users are facing any difficulty while making the purchase or completing any tasks. Are they able to easily - navigate and move around the app, find all info. Related to the product before making a purchase, getting help from art advisory chat, able to keep a track of exhibitions in the calendar

Research questions

- Is the app easy to use and makes navigation easier while completing the tasks
- How often do you use the app or buy art products?
- What are the difficulties users face while making a purchase?
- Were the users stuck at any time during the user flow?
- What insights can we get after observing the steps users followed to complete the task.

Key Performance Indicators (KPIs)

- Time on Task
- User Error Rate
- Conversion Rate
- System Usability Scale

Methodology

- Unmoderated Usability Study
- Location - USA, remote operation
- Date 20 June-30 June, 2022
- There are 5 participants. Each of them will be assigned a task to make a purchase using h.u.e Art gallery shopping App. Try accessing Art Advisory Chat to receive recommendations from our experts..
- This will be followed with a questionnaire asking user about their experience and anything they would like to improve.



Participants

- Participants are Art connoisseurs and people with a hobby of collecting Art products. They are either working or family care takers, someone who usually will not be able to take out time to buy art products visiting the Art gallery physically.
- Participants should belong to an age group of 18-75
- Participants should belong to different gender
- Participant should also have different abilities such as-
Audio Impairment
Visual Impairment
Non-English Speaker


Script

- Prompt 1 - Create a profile, add a location to connect with the nearest Art gallery.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 2 - Find Menu and navigate to the Shop page.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 3 - Access Art Advisory Chat and move back to the Shop page.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 4 - Choose a category you would like to make a purchase from.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 5 - Select an Art Product you are interested in buying.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 6 - Review all the product info. Before making a purchase.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 7 - Add the product to your cart and review your info.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.
- Prompt 8 - Complete the steps and confirm your purchase.
Follow up - Were you able to complete the task? Did you face any difficulties or recommend anything that you would like to change.

System Usability Scale - Participants will be asked to score following points from the 5 options - strongly disagree to strongly agree

1. I think the app is well organized with required details
2. Art Advisory chat is very helpful and easy to access



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3. The shopping categories of the product are very complex.
 4. Art products related info is very helpful.
 5. There is not enough information about the product to make me purchase it confidently.
 6. The flow of the app is complex.
 7. The purchase steps were frustrating.
 8. I was very confident and satisfied to make a purchase.