UX Research Study — Start a business with BeOwner App

Google UX Design Certificate

Introduction	• **Title:** Usability study for mobile App that helps people to start a business named BeOwner App • **Author:** Daniel Negru, UX researcher at Google, dnegru@g.com • **Stakeholders**: BeOwner executive, including Maria Volos (VP of sales) and Livio Salmeon (Chief Marketing Officer) • **Date**: 9/4/2022 • **Project background**: What led you to conduct this research? • **Research goals**: We want to test the usability and desirability of the app to help people learn how to start a business. We think these features and functionalities will make it easier to start a business, register a business, get help through mentoring and get a professional network with people like them, but we haven't validated with potential users. • **Research goals**: We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the BeOwner App and if users can complete the main tasks within the prototype of the BeOwner mobile App.
Research questions	• What can we learn about the user flow or steps users take to register a sole-proprietorship business? • How long does it take a user to find how to get help from a mentor to learn more about how to start a business in the app? • Do users think the app is easy or difficult to use? • Are there parts of the user flow where users get stuck? • Are there specific features that users like to see in the app?
Key Performance Indicators (KPIs)	• Time to the task? • Conversion rate • System Usability Scale
Methodology	• Unmoderated usability study • **Location:** Canada, remote (each participant will complete the study in their own home) • **Date:** Sessions will take place on September 2 (normal business hours) and September 3 (after hours) • **Length:** Each session will last 45 minutes, and will include an introduction, a list of tasks, and a short questionnaire

	● **Compensation:** $25 Restaurant gift card for participating in the study
Participants	● Participants are people between the ages of 25 and 40, that have a business idea and wants to start a business, or people that own a business but they need more qualified help from professional to establish and grow their business. ● Users want to know how effective a process can be and how accessible it will be for various categories of entrepreneurs. ● Participants need to reside in metropolitan and urban areas, and they need to have a business idea to access the app.

Script	**During the unmoderated usability study**
	A list of prompts appears on the device screen
	● **Prompt 1:** Open BeOwner App on your phone and start and complete the process to register an Incorporated Business. Do your best to think aloud about what choices you are making, moving through the process.
	  ○ **Prompt 1 follow-up:** How easy or difficult was registering a Incorporation Company? Is there anything you would change about registering process? What was easy, and what was challenging?
	
	● **Prompt 2:** If I say "Look for a Mentor" to help you on the process of establishing your business would you know what you have to do? Do you know what to do?
	  ○ **Prompt 2 follow-up:** Try it now, please.
	  ○ **Prompt 2 follow-up:** Did you find anything confusing?
	
	● **Prompt 3:** Transfer an existing business to BeOwner and register the business under BeOwner.
	  ○ **Prompt 3 follow-up:** How easy or difficult was transferring process that is somehow different in a registration process? What was easy, and what was challenging?
	
	● **Prompt 4:** From the home page, figure out where you would go to access and build the professional network?
	
	● **Prompt 5:** How did you feel about the BeOwner app overall? What did you like and dislike about it?
	
	After the unmoderated usability study
	Participants complete the System Usability Scale
	● Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree." I think that I would use this app frequently. I find the app unnecessarily complex.
	  ○ I think the app is easy to use.

	○ I found the app unnecessarily complex. ○ I need the support of a technical person to be able to use this app. ○ I find the app easy to navigate. ○ I thought there is inconsistency within the app. ○ I imagine that most people would learn to use this app quickly. ○ I feel confident using the app. ○ I need to learn a lot of things ○ I thought there was too much inconsistency in this app. ○ I found the app very cumbersome to use.
Schedule	● Recruitment starts: August 27-29 ● Study dates: September 2-3 ● Results available: September 4