UX Research Study Round 2— Go Green

Introduction	- **Title:** Second Usability Study of Go Green - **Author:** Mikayla Slavin, UX Design Student at Michigan State University, mikaylaslavin4@gmail.com - **Stakeholders**: N/A - **Date**: 1/13/23 - **Project background**: I am creating a sustainable-living app to provide users with a fun and engaging way to take action against climate change by participating in daily sustainable tasks. Users can also compete in empowering challenges and share their progress with friends! Through research, I need to find out if the main user experience, completing the daily task and sharing it with friends, is easy for users to complete. In addition, I also need to understand the challenges that users might face when using the app. - **Research goals**: I would like to find out what specific difficulties users encounter when they try to complete the core tasks of the app which include: in-app navigation, task selection, and sharing with friends.
Research questions	- Do users find the app easy or difficult to use? - Do users find the visual elements enjoyable? - Is there anything users would change about the app? - How long does it take for a user to complete the main user flow? - What can we learn from the user flow, or the steps that users take, to complete a task and share their progress with friends?
Key Performance Indicators (KPIs)	- Time on Task - Conversion Rate - User Error Rates
Methodology	- Moderated usability test - **Location:** United States - **Date:** Sessions will take place between January 13th-15th, 2023. - 5 participants will be asked to follow a 6 question prompt - Each session will last for 15-30 minutes. Then, each participant will complete a questionnaire about their experience.
Participants	- Participants are anyone who is open to practicing sustainability. - Participants are anyone who has access to a mobile device. - Participants should be between 18 and 65. - Participants should include an even distribution of genders across

	the spectrum and people with different abilities including: -One user of assistive technologies

Script	**During the moderated usability study**
	
	● **Introduction**:
	
	"Hi, how are you today? Thank you very much for taking the time to talk with me and share your opinions.
	
	My name is Mikayla and I am a UX designer working on the sustainability app, Go Green. Before we begin, I'd like to confirm that you're okay with the session being recorded. Do I have your permission?
	
	I'll start with a couple questions, and then I'll give you tasks to complete while interacting with the app. Your feedback and comments are valuable to me, and I'll use your recommendations to make future improvements to the app to provide users like you a better experience. Please feel free to share your thoughts honestly, and keep in mind that there are no right or wrong answers.
	
	Do you have any questions about the session before we start?
	
	….Great! Let's get started."
	
	● **Warm-up**:
	
	    ○ Tell me about yourself.
	
	    ○ Why does sustainability matter to you?
	
	    ○ Do you make an effort to live sustainably? Would you like to?
	
	● **Tasks**:
	
	1. For the first task, I'd like you to create a Go Green account.
	
	    ->Prompt 1 follow-up: How easy or difficult was it to create an account? Is there anything you would add or change about the process?
	
	2. For the second task, I'd like you to select the task of the day and "complete" it.
	
	    ->Prompt 2 follow-up: How easy or difficult was it to complete this task? Is there anything you would change about the action screen or task screen?
	
	3. For the third task, I would like you to share your completed task with friends.
	
	    ->Prompt 3 follow-up: How easy or difficult was it to complete this task? Is

there anything you would change about the process?

   4. For the fourth task, I would like you to find your habits and recently completed tasks.

        ->Prompt 4 follow-up: How easy or difficult was it to complete this task? Is there anything you would change about the progress screen?

   5. For the fifth task, I would like you to view the weekly challenge.

        ->Prompt 5 follow-up: How easy or difficult was it to locate the weekly challenge? Is there anything you would add or change to the screen?

   6. For the final task, I would like you to view your profile.

        ->Prompt 6 follow-up: How easy or difficult was it to view your profile information? Is there anything you would add or change to it?

- **Wrap up questions and closing remarks:**

   Those were all of the questions I had for you today. Thank you so much for taking the time to speak with me and for sharing your honesty and feedback on the sustainability app I am creating. I am always exploring ways to improve the user experience of my app, Go Green, and your input today has been very helpful.

After the moderated usability study
Participants will complete the System Usability Scale sent to them via email (Survey | QuestionPro Survey).
- Participants will score the following ten statements by selecting one of the five responses that range from "Strongly disagree" to "Strongly agree."
   1) I enjoyed using the app.
   2) I think the app will help people reach their sustainability goals.
   3) I think the app is easy to use.
   4) There is inconsistency within the app.
   5) The main user flow of the app is clear.
   6) I think that most users would enjoy using this app.
   7) I think the navigation was straightforward.
   8) I found the app unnecessarily complex.
   9) I think that I would use this app often.
   10) I would recommend this app to others.