UX Research Study — Plan Template

Introduction	• **Title:** Creating an app to buy and sell gaming equipment • **Author:** Clare Yeaw, UX Designer, clareyeawbusiness@gmail.com • **Stakeholders**: Customers • **Date**: 4/9/2025 • **Project background**: We're creating an app to help people buy and sell gaming equipment, so customers have access to lower cost options and can trade in their older equipment for newer upgrades. • **Research goals**: Figure out if it's simple and easy for customers to sell their gaming equipment on the app.
Research questions	• How long does it take for a user to sell their gaming equipment? • What can we learn about the steps the user takes to successfully sell their gaming equipment? • How does the user feel about the functionality and usability of the app? • What does the user feel when trying to complete this user flow? • How many steps does the user take to successfully complete the user flow?
Key Performance Indicators (KPIs)	• Time on task • Use of Navigation vs. Search • User Error Rates • System Usability Scale (SUS)
Methodology	• Unmoderated usability study • Location: United States, remote (participants will go through the usability study in their own homes) • Dates: Sessions will take place on April 10 and 11 • Five participants will receive a link to the prototype and a brief introduction and instructions. They will record their screen as they attempt to a sell a gaming product on the app. Afterwards, they will send the video to the study conductor and will answer follow up questions regarding their experience with the app.
Participants	• Participants will be avid, budget-conscious gamers who purchase gaming equipment online at least once every couple of months. • Participants will be recruited online and given a screener survey before being asked to participate in the study • 2 male, 2 female, 1 non-binary, aged 18-60 years old • 1 user of assistive technologies (keyboard, screen reader) • Incentive: $5 cash via Venmo or Zelle



Script

Before the unmoderated usability study

Participants will receive the following message/introduction:

- Thank you for volunteering to participate in this study.
- Please be sure to record your screen while using the app and completing the following activities.
- Please note there are no right or wrong answers, we are just looking for your honest feedback and opinions.
- If you have any questions, feel free to ask.
- This data is being collected to help create an app that will make it easier for people to sell their gaming equipment online. Your answers will help us make the app easier to use.

During the unmoderated usability study

Prompts that will show up on the screen during the usability test:

- Prompt 1: Open the link to the app and try to find a product page.
  - Follow up: How easy is it to find a product page? Did you face any challenges?
- Prompt 2: Try to start the process of selling a gaming product on the app. How would you go about doing that?
  - Was this process easy or challenging? What did you like about it?
- Prompt 3: Please try to sell a gaming product and select “Pick Up,” as the delivery method. (Note: You will not be able to edit any information other than selecting the shipment method).
  - Were you able to complete the task?
  - Was it easy to understand what you were doing?
- Prompt 4: How would you go about checking your account balance? Please try to find this now.
  - Was this section easy or difficult to find?
- Prompt 5: How do you feel about this app overall? What do you like and dislike about it? Is it easy to use?

After the unmoderated usability study

Participants will 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 need the support of a technical person to be able to use this app.
- I find the app easy to navigate.
- 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 before I can start using this app.
- It was clear to me how to sell my gaming equipment.