

UX Research Study — Plan

Introduction	<ul style="list-style-type: none">● Title: Creating an ordering app for Freshbox● Author: Guylaine Bernardez, UX designer at Freshbox. Email: gbernardez@freshbox.com● Stakeholders: Freshbox customers, Freshbox CEO● Date: 09/27/2021● Project background: We're creating a new app for Freshbox that would be helpful for customers to order food hassle-free and instantly. Due to the increase of use in mobile apps in recent years, having a mobile app could generate additional sales, fasten delivery speed and enhance the customer experience.● Research goals: Determine if users are able to complete all the core tasks within the prototype of the Freshbox app. Determine the app's ease of use and design integrity.
Research questions	<ul style="list-style-type: none">● How long does it take for a user to select and complete an order in the app?● What can we learn from the user flow, or the steps that users take, to successfully complete a food order?● Are there parts of the user flow where users get stuck?● Are there more features that users would like to see included in the app?● Is the payment process easy for the customer?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task: how long does it take for users to complete a food order● User error rates: how often the user gets stuck while ordering● Conversion rate: how many food orders have been completed● System Usability Scale (SUS): a questionnaire to evaluate customer feedback
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Philippines, remote (each participant will complete the study in their own home)● Date: Sessions will take place between October 1-15.● 10 participants will order food through the app. Each participant has to complete the questionnaire of their feedback.● Each session will last for 20-30 minutes
Participants	<ul style="list-style-type: none">● Participants are anyone who orders food online at least once a week● Participants needed are residing in urban and suburban areas● Participants should be within ages 18 to 65.● Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including:<ul style="list-style-type: none">○ 1 user of assistive technologies



Script

- 1 user with a visual impairment
- 1 user with an auditory impairment
- 1 user who isn't fluent in English
- Compensation: 50% off code voucher on food orders using the Freshbox app for participating in the study

During the unmoderated usability study

A list of prompts appears on the device screen

- Prompt 1: Create a user profile by signing up with an existing email or through other social media platforms
 - Prompt 1 follow-up: How easy or difficult was it to create a user profile? Is there anything you would change about the process of signing up?
- Prompt 2: Searching for a food order or selecting a recommended food item in the home screen
 - Prompt 2 follow-up: How easy or difficult was it to search a particular food item? Is there anything you would change in the food items shown in the home screen?
- Prompt 3: Add the item into cart and checking out the food item
 - Prompt 3 follow-up: How easy or difficult was it to checkout items? Is there anything you would change in the process?
- Prompt 4: Waiting for the order and making sure that all orders are delivered
 - Prompt 4 follow-up: How long does it take for the order to arrive? Is there anything you would change about the process?
- Prompt 5: How did you feel about the Freshbox app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will complete the System Usability Scale

- Participants will score the following 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.
 - The main user flow is clear.
 - I found the payment system frustrating.
 - I found the ordering process cumbersome.
 - I found the delivery method slow.