UX Research Study

The **full interview result** report can be found at the bottom of this page.

You can see the result of the previous usability test **HERE**

Introduction	• **Title:** Redesigning Toronto Cupcake Website • **Author:** Sayeh Ghahari, User experience designer, • **Stakeholders**: Michelle Harrison • **Date**: July 4th, 2022 • **Project background**: We are redesigning a new website for Toronto cupcake to elevate the shopping experience of the customers and help them have an easier customization and checkout process. At the moment, most of the customers order through the phone, because of the non-user friendly website experience. • **Research goals**: Creating an easier order page for the cupcakes and redesigning the footer and header for the website
Research questions	• How can users customize their order easily? • How can the checkout process be done in the fastest way? • What is the main concern of users when it comes to online ordering from a bakery? • What kind of information should be placed on the product page? • What kind of data should be placed on the homepage?
Key Performance Indicators (KPIs)	• User error rates • Time on task
Methodology	• Unmoderated Usability studies • Location: Canada(remote).users go through these studies at the comfort of their own home • 5 Participants complete the ordering process for a corporation, choosing logos and customizing the cupcakes. 3 of the participants are asked to look for information about the founder. • Each session last 45 minutes and includes a list introduction and a list of 3 task for participant to complete

Participants	• Participants are people who have some experience of online ordering of food from websites.. • They do not necessarily need to order cupcakes for themselves.
Script	• What questions will you ask study participants? • **Intro:** • Before we begin, do I have your consent to take both audio and • video recordings of this interview? so I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong. If you have any questions, please don't hesitate to ask. This data is being collected to help create an app that makes ordering coffee easier. Your answers will help us make the app easier for people to use. • **Basic questions:** • Do you live in an area with lots of coffee shops? Do you have a favorite coffee shop? How many times a week do you order coffee from a store? Do you usually order for yourself, or for a group? • Can you talk me through a normal day in your life? O Great! If you're ready, let's move onto the tasks you'll be working On. • Prompt 1: Open up the Toronto cupcake website prototype and try ordering half a dozen customized cupcakes for a corporate event (Add chocolate for base, vanilla for frosting and strawberry for topping) . Don't forget to upload a logo from logo.jpg file. Do your best to complete one order from scratch. Good luck! Prompt 1 Follow-Up: How easy do you feel it is to add a logo to your order? Prompt 2: • Try ordering a dozen of assorted boxes with following flavors: Chocolate raspberry, ? Prompt 2 Follow-Up: Did you find anything confusing? • Prompt 3: From the shopping cart of the existing group order screen, Change the quantity of order and proceed to checkout. Prompt 3 Follow-Up: How do you feel about the process of editing items in the cart? What was easy and what was challenging? • Prompt 4: Finally, checkout and complete and choose packaging and set a date and time for delivery. Prompt 4 Follow-Up: What are your feelings about the amount of time it took to complete?
Analyzing and synthesizing	**HERE** you can you can see a complete result of the usability test