

Introduction

- **Title:** Usability study on speech-prep application
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- **Stakeholders:** Founder of speakeasy, young students looking for public speaking help
- **Date:** 11 July 2023
- **Project background:** We are designing a mobile app & desktop experience for young adolescents (particularly students and rising professionals in the workforce) to practice and develop their public speaking skills. We need to determine if people feel the feature-set is appropriate, and that the main user flow – recording and receiving feedback on speeches – is easy to complete and follow. We’d also like to understand if there needs to be a reduction or narrowing of the features that we offer to avoid overwhelming the user with options.
- **Research goals:** What design problems are you trying to solve for the user and/or the business? How will the results of the research affect your design decisions?
 - Overall goal: Determine if there is a need for this public-speaking app and if the features are well-executed for the target audience.
 - Design goal: Understand if the primary flow of recording and receiving feedback on speeches is easy to complete.

Research questions

- What are the questions your research is trying to answer?
 - How long does it take for a user to sign up for a new account and start recording their speeches for the world?
 - What can we learn or modify in terms of layout? How big should things like visuals and charts be?
 - Are there more features we should add? Any we remove or omit from core functionality?
 - Do people find the application well-designed and easy to use?
- Pro tip: 5 research questions is a solid place to start. Do not include more than 7-10 research questions.

Key Performance Indicators (KPIs)

- How can you measure progress toward the research goals?
 - Time on task
 - Use of navigation vs. search
 - System usability scale
- KPIs might include: Time on task, use of navigation vs. search, user error rates, drop-off rates, conversion rates, system usability scale (SUS), etc.



Methodology	- How will you collect data? How will you analyze the data once you get it? - Unmoderated usability study - Fully remote, completed within 10-15 min - Date: Sessions take place in the month of July - The methodology should be detailed so that other researchers can understand what you did, the choices you made, and the limitations of the methods employed to decide if or when further research is needed.
Participants	- Who will you include in this study? What characteristics do the participants have? Why did you choose them? - To concentrate feedback among our core demographic, the people interviewed will primary be: - At or under age 30 (younger professionals and active students in Higher Education) - Those who indicated having public speaking difficulties when taking courses in high school & college - Three women, three men - Note: If you're intentionally including specific populations (e.g., users with diverse abilities and perspectives), be clear about the needs of the study.
Script	- What questions will you ask study participants? - Prompt #1: Visit the home screen and take note of it's discrete sections, each highlighting different functions of the app. - Follow-up: What did you make of this layout? Did you feel this placement and the pages they link to made sense? Why or why not? - Prompt #2: Please press the microphone button at the bottom of the page. - Follow-up: Is there anything about the layout of this screen that you would change? - Prompt #3: What did you make of this app's experience overall? What were some of your likes and dislikes? - Prompt #4: System usability scale - User will indicate how usable they found the experience on a scale of 1-10. - When your full script is ready, insert it here, along with some design mockups to provide context. In the meantime, add "TBD" (to be determined).