

UX Research Study — Plan Template – Portfolio Project

Google UX Design Certificate

Introduction

- **Title:** Creating mobile-ordering app for Italian restaurant Lorenzo's
- **Author:** Liam, UX researcher for Lorenzo's
- **Stakeholders:** Customers of Lorenzo's, waitstaff, managerial staff
- **Date:** 5/10/2023
- **Project background:** We are designing this mobile application for Lorenzo's to save busy users time, offering budget-friendly menu options. We are looking to offer a streamlined menu with dishes that have low prep times and to incorporate features that make for an accessible and scannable experience when browsing so that a user can quickly add items to their cart.
 - This has been in response to a user group frustrated by the following issues:
 - Lack of cost-friendly meals
 - Inaccessible menus (no pictures, alt-text, language barrier, screen reader compatibility)
 - Lack of free time to spend cooking
- **Research goals:**
 - Figure out if our menu actually saves people time and if it is easy to use
 - Determine if the standard accessibility features are designed well
 - If there are any features we should add

Research questions

What are the questions your research is trying to answer?

- How much time is being spent browsing the menu before adding an item to cart?
- Are our accessibility features well-integrated?
- Would users recommend us as a restaurant to order from?
- How usable do users find the mobile application?
- Are there other ordering features that users might like or find helpful?

Key Performance Indicators (KPIs)

How can you measure progress toward the research goals?

- Time on task
- Conversion rate
- System usability scale (SUS)
- Net promoter score (NPS)



Methodology	How will you collect data? How will you analyze the data once you get it? • Screener survey & usability study • Location: United States, remote – people will participate in the study in their own homes and at their leisure • Date: Friday, May 12th & Saturday, May 13th • Step 1: A group of 5-10 participants will pass a screener survey asking about: ○ the frequency in which they use mobile takeout apps (scale–how many days per week) ○ Open-ended prompt asking if they feel there is enough time for them to cook most meals weekly, and why or why not? ○ They will be asked their occupation (open field, user types response). • Step 2: Conduct a usability study ○ Users who pass the screening survey will be asked to go through the flow of creating a profile, adding an item to cart, and placing an order in the prototype. ■ Each participant will then answer a brief questionnaire about their experience. ■ Session will last for 20-25 minutes
Participants	Who will you include in this study? What characteristics do the participants have? Why did you choose them? • Participants are anyone who orders out at least 1x a week • Must be employed or a current full-time student • Participants should be between 18-65 years of age. • Even distribution of genders
Script	What questions will you ask study participants? • 1) From the first screen, create your account. ○ Follow-up: How easy or difficult was it to create a profile? Is there anything you would adjust about the page design? • 2) Start browsing the menu options. ○ Follow-up: How quick or intuitive did you find the process of adding an item to your cart? ○ Follow-up: Would a section at the top of the menu showcasing meals with low prep times be useful? Why or why not? ○ Follow-up: Is there anything you would change about this screen? • 3) Proceed to the Cart page. ○ Is this page easy to understand? Why or why not? ○ Anything you would adjust on this page? • 4) Confirm your order. ○ Overall, how usable (from 1-10) would you rate this experience? • 5) System Usability Scale: Participants rate these 6 items according to a scale of Strongly Agree, Agree, Slightly Agree, Neutral, Slightly Disagree, Disagree, and Strongly Disagree.

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- I think I would use this app / restaurant frequently.
 - I found the app very cumbersome to use.
 - I thought the app was easy to use.
 - I felt the various app functions were well-integrated.
 - I imagine most people would learn how to use this app very quickly.
 - I found the app needlessly complex.