UX Research Study — Plan Template

Introduction	● **Title:** Design a pet registration flow for a veterinarian website. ● **Author:** Adil Sami, User Experience Researcher ● **Stakeholders**: New and old pet owners, Vets, Clinics ● **Date**: 01/17/2023 ● **Project background**: Creating a pet registration veterinarian responsive website so that users are able register their pets hassle free. As well as being able to buy pet products with an easy checkout system. ● **Research goals**: Find out if users can easily add their pet into their profile and be able to make orders easily and successfully.
Research questions	● How long does it take for users to add a new pet to their account? ● How long does it take for users to purchase a product? ● What is the confidence level of users when they finish an order? ● How effective is the ordering process in the app when it comes to time crunch? ● Is the user able to successfully complete the task given in both desktop and mobile view?
Key Performance Indicators (KPIs)	● Time on task ● User error rates ● Conversion rate ● System usability scale (SUS)
Methodology	● Unmoderated Usability Study ● Location: United States, remote (Home via online) ● Date: Session will take place January 19 and 20, 2023 ● Five participants will conduct the test, first they will be given the task to add a pet to their account in desktop version then mobile. Next users will be asked to make a purchase of a product in both desktop and mobile view. ● Each session will last 30mins, it includes an introduction, list of tasks to complete and short questions.
Participants	● Participants can be any pet owners who are looking for a website where they can get on to add or view their pet medical information or purchase products they need all in one place. ● 2 males, 2 females, 1 Non-binary, all aged 18 - 67 ● 1 user of assistive technology (keyboard, screen reader) ● 1 user who isn't fluent in English ● Incentive coupon when they order next time using our website.

Script	**Intro:** - Before we begin, do I have your consent to take both audio and video recording of this interview? - I want you to know that this isn't a test. There is no "right" or "wrong" answer. - If you have any questions, please don't hesitate to ask. - This data is being collected to help create an app that makes ordering food easier. Your answer will help us make the app easier for people to use. - Basic questions: - Do you know where your local pet shop is? - Do you know where your nearest pet veterinarian is? - How many times did you find yourself confused about who to pick as your primary pet vet? - Do you find yourself changing your pet vet occasionally? - Do you have a hard time finding good pet products, if so how would you describe the feeling? - Great! If you're ready, let's move onto the tasks you'll be working on. **Prompt 1:** Get to the Homepage. **Prompt 1 Follow-Up:** How easy or difficult was it to navigate? Is there anything that could've been different? **Prompt 2:** Can you get to the profile page? **Prompt 2 Follow-Up:** If Yes try to hit the add icon to make a new pet profile. **Prompt 2 Follow-Up:** Are you in the form page if so fill up all the information and then click the add button at the bottom. **Prompt 2 Follow-Up:** When you can see the new added pet profile try to delete it by clicking the X button. **Prompt 3:** Go to any page where you can see products listed. **Prompt 3 Follow-Up:** Click one of the products, once you're in the product page select size M and flavor Beef from the product selection. **Prompt 3 Follow-Up:** Click confirm and make sure everything you selected is present pop-up, then once in the cart page hit order now, enter you payment and shipping/pick-up information then confirm and finish checkout head to homepage once done. - Have the participants complete a **System usability scale (SUS)**, this will be 7 questions asking users various questions where they can scale from Strongly agree to Strongly disagree. - I found using the website very frustrating. - I had a hard time navigating through the app, and found myself lost at times. - Adding and removing items from the cart was very complicated and hard to understand. - I felt confident when using the site and making my order. - The whole checkout process was fast and simple to follow. - I found the pet registration process easy to do. - I think using this site will help me save a lot of time and better take care of my pet.