

UX Research Study Plan

Introduction

- **Title:** Usability Study of Recipe App with Domestic Violence Help Feature
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- **Stakeholders:** Nosh executives, including Sierra Monez (Head of online sales), and Jeffery Abrahms (Chief Marketing Officer)
- **Date:** May 30, 2021
- **Project background:** We are creating a new recipe app that has a hidden helpline for domestic violence victims. We need to find out if the main user experiences: navigating the recipe app to a recipe that hides the helpline section is easy to complete. This process will also be available in the profile section, which is a secondary user experience flow that we need to observe. We need to understand any challenges users might face in this process.
- **Research goals:** Determine if users can complete their core tasks in the app, and what issues might hinder them from completing their tasks.

Research questions

- How long does it take users to navigate to a recipe housing the helpline?
- How long does it take users to navigate the profile helpline?
- Are users able to successfully navigate these user flows?
- Do users think our app is easy or difficult to navigate?
- What are the users thought processes behind the recipe flow and helpline flow?
- What are potential changes we could make to help improve the user experience?

Key Performance Indicators (KPIs)

- User error rates (target problem areas that need improvement to refine the ideal user flow through prototype)
- Time on task (how long does it take users to navigate through both main flows)
- Conversion rates (measure the percentage of users who successfully sign up)
- System Usability Scale (a questionnaire to evaluate user feedback)

Methodology

- Unmoderated user study
- Location: United States, remote (participants will complete the study in their homes)
- Date: Sessions will take place on May 29-30, 2021
- 6 participants will use the app to navigate through a recipe and find the "hidden" helpline link, as well as find the link through the profile section.
- Length: Each session will last 25-30 minutes, based on a list of prompts, and includes a short questionnaire

Participants

- Participants consist of 6 individuals: 3 who want an easy to use recipe app experience to make great meals, and 3 who are survivors of domestic abuse. The latter 3 were chosen because they all love to cook, but also voiced a need to get back to normalcy, and liked the idea of having a hidden safe space in case of need.
- Three females, two males, and one non-binary, ages ranging from 19-68
- One visually impaired user of assistive technologies (switch device, screen reader)

Script

Before the unmoderated usability study:

The following introduction appears on the screen:

- Intro: Welcome to our study. Before we begin, do I have permission to record this session with audio and video?

Please remember that I am not testing you, and there are no right or wrong answers, I am only looking for your honest feedback. This study being conducted to help make an app that not only allows users to make a great meal, but to have a lifeline to help if they need it. We'll start with a few questions, then you will receive some prompts to complete while using the website. Your answers will help make this app easier for people to use. If you have any questions, please don't hesitate to ask.

Basic Questions:

- What does a typical day in your life look like?
- Do you cook at home?
- Do you use a cookbook or a recipe app?
- What is the hardest part about using a recipe app?
- How do you feel about incorporating a hidden safety net into a standard app that someone might use every day?

During the unmoderated usability study:

A list of prompts appear on the screen:

- Prompt 1: Starting at the onboarding screen, choose to sign up for this app.
 - Prompt 1 follow up: Is there anything you would change about the process of signing up? How easy or difficult was this process for you to complete?
- Prompt 2: Select the profile page.
 - Prompt 2 follow up: Is there anything you would change about the

profile page? How easy or difficult was this task for you to complete?

- Prompt 3: Confirm the sign-up process and go to the main recipe page. Select a recipe and look for the helpline.
 - Prompt 3 follow up: Is there anything you would change about the process of finding the helpline? How easy or difficult was this process for you to complete?
- Prompt 4: Starting at the profile page, navigate through to the helpline.
 - Prompt 4 follow up: Is there anything you would change about the process of finding the helpline? How easy or difficult was this process for you to complete?

After the unmoderated usability study:

The participants will complete the System Usability Scale questionnaire:

- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
 - I think I would use the website frequently.
 - I found the website unnecessarily complex.
 - I thought the website was easy to use.
 - I found the various functions in this website were well integrated.
 - I need the support of a technical person to be able to use this website
 - I find the website easy to navigate.
 - I think there is inconsistency within the website.
 - I imagine that most people would learn to use this website quickly
 - I feel confident using the website.
 - I need to learn a lot of things before I can get going using this website.