

# UX Research Study — Wedding Venue App

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| Introduction                      | <ul style="list-style-type: none"><li>● <b>Title:</b> Usability study of wedding venue app</li><li>● <b>Author:</b> Alecia Mitchell, UX Researcher, alecia@gmail.com</li><li>● <b>Stakeholders:</b> Wedding Marketing senior executives, including Hannah Vilum (VP of Sales) and Cameron Davis (VP of Design), Wedding app customers</li><li>● <b>Date:</b> April 24, 2021</li><li>● <b>Project background:</b> We are creating a new app to help people find and book their perfect wedding venue. We need to find out if the main user experience, locating the venue and confirming a booking, is easy to complete. We want to understand the precise challenges our users might face in the search/navigation and booking confirmation process, so that we can make this process easier for our users.</li><li>● <b>Research goals:</b> Determine if users can complete their core tasks in the prototype, and what issues might hinder them from using our app.</li></ul> |
| Research questions                | <ul style="list-style-type: none"><li>● How long does it take for a user to select and book a wedding venue in the app?</li><li>● Are users able to successfully book the venue they want?</li><li>● Do users think our app is easy or difficult to navigate?</li><li>● What are the users thought processes behind the booking user flow and process?</li><li>● What are the potential design changes we could make to help improve the user experience?</li></ul>   |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none"><li>● Time on task (how long does it take participants to find and book a venue)</li><li>● Conversion rates (measure the percentage of users who successfully booked a venue)</li><li>● User error rates (target problem areas that need improvement to refine the ideal user flow through prototype)</li><li>● System Usability Scale: a questionnaire to evaluate user feedback</li></ul>   |
| Methodology                       | <ul style="list-style-type: none"><li>● Unmoderated usability study</li><li>● Location: United States, remote (participants will complete study in their homes)</li><li>● Date: Sessions will take place on May 11 and 12, 2021</li><li>● Length: Each session will last 15 minutes, based on a list of prompts, and includes a short questionnaire</li><li>● Compensation: \$20 Target gift card for participation</li></ul>   |
| Participants                      | <ul style="list-style-type: none"><li>● Participants range from engaged couples, couples in long term committed relationships, and single individuals, who are looking for a wedding venue or a location to host a private event. Successful app engagement not dependent on location of user.</li><li>● Two females, two males and one non-binary, ages ranging from 23-65</li><li>● One user of assistive technologies (switch device, screenreader)</li></ul>  |
| Script                            | <p><b>During the unmoderated usability study</b></p> <ul style="list-style-type: none"><li>● <b>Intro:</b> Welcome to our study. Before we begin, do I have your permission to record this session with audio and video?</li><li>● Please remember that I am not testing you, there are no right or wrong answers, I am only looking for your honest feedback.</li><li>● This study is being conducted to help make an app that makes it easier to book a wedding/event venue. Your answers will help make this app easier for people to use.</li><li>● If you have any questions, please don't hesitate to ask.</li></ul>  |

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## Script

### Basic Questions

- What does a typical day in your life look like?
- Have you ever wanted to book a venue to host a private event?
- Have you ever booked a venue tour?
- Do you have a favorite type/preference for venues?
- What is the hardest part about booking a venue?
- Do you have enough time on a daily basis to look for wedding venues?
- **Prompt 1:** Choose a venue location within the app.
  - **Prompt 1 follow up:** How easy or difficult was this task to complete? Is there anything you would change about the process of locating a venue?
- **Prompt 2:** Select a date to book the venue.
  - **Prompt 2 follow up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 3:** Confirm booking of venue and complete checkout process.
  - **Prompt 3 follow up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the homepage, figure out how to navigate to your booking confirmation messages and notifications.
  - **Prompt 4 follow up:** How easy or difficult was this activity to complete? Is there anything you would change?
- **Prompt 5:** How do you feel about this wedding venue app overall? What did you like or dislike about it?

### 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 app frequently
  - I found the app unnecessarily complex
  - I thought the app was easy to use
  - I found the various functions in this app were well integrated
  - I need the support of a technical person to be able to use this app.
  - I find the app easy to navigate.
  - I think there is inconsistency within the app.
  - I imagine that most people would learn to use this app quickly.
  - I feel confident using the app.
  - I need to learn a lot of things before I can get going using this app.