

UX Research Study Plan

Introduction

- **Title:** RavenSkye Crystals Website and Mobile App Usability Study
- **Author:** Dominique D, UX Designer and researcher at Dominique's Designs, ddalioigne@gmail.com
- **Stakeholders:** Online crystal customers, jewelry designers, rockhounds, crystal enthusiasts, and researchers, RavenSkye Crystals development team, VP of Marketing, and CEO.
- **Date:** August 28, 2022 (updated November 1, 2022)
- **Project background:** We are creating an inclusive and responsive crystal website and mobile app to attract and allow online users to conduct crystal research and/or make high quality purchases of crystals and jewelry making supplies from a reliable source. During our foundational research and competitive audit, we found that:
 - Most crystal shops have websites that provide a knowledgebase with purchase options which can be viewed on mobile devices but are not compatible with screen readers (like NVDA) and are WCAG 2.1 non-compliant.
 - Most crystal apps provide a limited knowledgebase of crystals and their meanings with no purchase options or link to a full website.We need to find out if the main user experience of finding, researching, and purchasing is easy for users to complete. We would also like to understand the specific challenges that users might face in the searching, ordering, payment, and confirmation process.

Research goals

- Before launching the RavenSkye Crystals website and mobile app, we need to:
- Determine if users can complete core tasks within these products.
 - Determine if these products are easy to use.
 - Determine if these products are accessible for those using assistive technology.
 - Understand what specific challenges our users might face in the searching, ordering, payment, and confirmation process.
- We will use the insights gathered from this study to determine how we can help fix those challenges within our website which would flow through to our mobile app.

Research questions

- Pro tip:** 5 research questions is a solid place to start. Do not include more than 7-10 research questions.
- How do users conduct their search (navigation or menu vs. search options)? Are users able to use the website search function's filter system?
 - Do the visual elements support users in navigating through the app?
 - Can users find the crystal(s) they are looking for?
 - Can users easily navigate to different parts of the product from the landing page?
 - How many users reach their goal successfully?
 - Are users running into any road blocks during the checkout flow? If so, why and what are the road blocks?
 - How long does it take for users to find and purchase desired crystals?
 - Do users think the website and app are easy to use?

Key Performance Indicators (KPIs)

- Pro tip:** 2-3 KPIs is a solid place to start.
- **Ease of navigation:** how easy is it to navigate the product
 - **Use of navigation vs. search:** number of users who find things through browsing,

	<p>compared to those who use the search function to find what they need</p> <ul style="list-style-type: none">● Conversion rates: number of users who reach their goal successfully● Drop-off rates: number of users who give up without accomplishing their goal● Net Promoter Score (NPS): number of loyal users who would recommend the product to a family member, friend, or colleague● System Usability Scale (SUS): a series of 10 questions evaluating how easy or difficult your product is to use
Methodology	<p>For our products, we will conduct product usability studies:</p> <ul style="list-style-type: none">● Research method: Mix of moderated and unmoderated usability studies<ul style="list-style-type: none">○ Moderated: Via a Zoom meeting or in person, the moderator will individually give each participant a few guided activities and take notes on how successfully the activities are completed (direct observation).○ Unmoderated: Each participant will need to record and complete the activities on their own then privately complete the questionnaire regarding their experience with our website. The recorded study will allow us to play it back later (indirect observation) to discover new insights from the study.● Location: United States, hybrid/remote● Date and Time:<ul style="list-style-type: none">○ Mobile app study sessions (round 1) will take place on August 25 - 28 based on the participants availability○ Mobile app study sessions (round 2) will take place on October 8 based on the participants availability○ Website study sessions (round 1) will take place between November 4 - 6 based on the participants availability○ Website study sessions (round 2) will take place between November 15 based on the participants availability● Length: Each session will last 30 minutes and will include an introduction, a list of activities, and a short questionnaire.● Incentive: \$25 gift card redeemable online or at location upon completion of the questionnaire as a means to thank them
Participants	<p>The study should include participants that represent our key user group, as well as user groups that are often marginalized:</p> <ul style="list-style-type: none">● Five (5) participants who reside in metropolitan and suburban areas● Individuals with online shopping tendencies who like to research or purchase crystals online at least once a month● A diverse group with a fairly even distribution of genders and those with different abilities:<ul style="list-style-type: none">○ Two males, two females, and one nonbinary individual. Between the ages of 29 and 86○ One user with a visual impairment○ One user with an auditory impairment○ Reside in metropolitan and suburban areas○ The study is accessible for use with a screen reader, switch device, and/or other assistive technologies

Script

MODERATED STUDIES

Introduction:

Before we begin, please fill out the nondisclosure agreement (NDA). Do I have your consent to take both audio and video recordings of this session?

Thank you, we will begin recording now. Hello, my name is Dominique. How is your day going? Great!

Once the NDAs are signed, explain the focus of the study and what participants will give feedback on. Give participants a roadmap or preview of what's to come:

Hello, thank you for taking the time to participate in this study and share your opinions. The focus of this study is to find out if you can easily find, research, and purchase crystals on while using our product. We would also like to understand any specific challenges you face with the searching, ordering, payment, and order confirmation process.

We will start with a few questions and then you will receive some activity prompts to complete. Keep in mind that you are not being tested. Today, you will be testing our product to see what works and what does not. There are no right or wrong answers so feel free to think out loud throughout this session. Explain what is on your mind while you are doing each activity and share all of your thoughts as you review our products.

Your feedback and comments are really valuable for our team and we will use your recommendations to make future improvements to our product to provide users like you a better experience so please feel free to share your thoughts honestly.

Rest assured that your privacy will be respected and that any identifying features, such as your name, will be scrubbed from the video and our notes. Your perspectives about our product will be kept confidential and this information will not be published or become public. Does this sound good?

Great. If you have any questions along the way, need clarification, or simply need to take a break, please don't hesitate to ask. At the end of the session, there will be a short questionnaire to fill out regarding your experience with our products. Are there any questions?

Wonderful, let's begin!

Warm-up:

- What's your first name and age?
- What's your occupation?
- Do you currently own any crystals?
- What kind of crystals do you have?
- Do you have a crystal shop near your house?
- How often do you go to a crystal shop or show?
- How do you prefer to buy your crystals?
- How do you incorporate crystals into your daily living?

Wonderful, let's move onto the activities you'll be working on. Remember, you are not being tested and the goal today is to provide for your honest feedback. Are there any questions?

Usability Activity Prompts:

Should be based on the research goals, be specific, make participants take action, and avoid providing any clues on how to complete the activity.

- **Prompt 1:** Open the website/app, find and select a random crystal then add it to your cart.
 - **Prompt 1 follow-up:**
How difficult was it to complete this activity?
What was challenging when completing this activity?
Is there anything you would change about this process?
- **Prompt 2:** Select an Aries crystal and add it to your cart. Then select a Gemini crystal and add it to your cart.
 - **Prompt 2 follow-up:**
How difficult was it to complete this activity?
What was challenging when completing this activity?
Is there anything you would change about this process?
- **Prompt 3:** View your cart and complete the checkout process to order confirmation.
 - **Prompt 3 follow-up:**
How difficult was it to complete this activity?
What was challenging when completing this activity?
Is there anything you would change about this process?
- **Prompt 4:** Sign up for full access to the website.
 - **Prompt 4 follow-up:**
How difficult was it to complete this activity?
What was challenging when completing this activity?
Is there anything you would change about this process?
- **Prompt 5:** Finally, how did you feel about the app overall?
 - **Prompt 5 follow-up:**
What was your experience like?
What worked and what didn't work for you, and why?
What did you like and dislike about the product?
Can you elaborate on that?

Conclusion:

After the participant completes the usability activities, ask any clarifying questions you might have:

- Have the participant complete the System Usability Scale (SUS) on page 6 by scoring the following ten items with one of five responses ranging from Strongly Agree to Strongly Disagree:
 - The product met your expectations?
 - The product was difficult to use?
 - The product was informative?
 - There is inconsistency within the product?
 - I would use this product frequently?
 - I felt very confident using the product?
 - I felt that the checkout process was quick and easy?
 - I was able to reach my goal successfully?
 - I would recommend this product to a family member or friend?
 - I found the product design unnecessarily complex?

Thank you again for participating. Your feedback is highly valued. As a token of our appreciation, here's a \$25 gift card redeemable online or at location. I will end the video recording here.

UNMODERATED STUDIES

Before the study begins, get a signed nondisclosure agreement (NDA) and written consent to take both audio and video recordings of the session.

As participants login to the study, the following introduction appears on the screen:

Introduction:

Hello, thank you for taking the time to participate in this study and share your opinions. The focus of this study is to find out if you can easily find, research, and purchase crystals on while using our product. We would also like to understand any specific challenges you face with the searching, ordering, payment, and order confirmation process.

We will start with a few questions and then you will receive some activity prompts to complete. These activities will appear on your screen, so you can go through each one at your own pace. Keep in mind that you are not being tested. Today, you will be testing our product to see what works and what does not. There are no right or wrong answers so feel free to think out loud throughout this session. Explain what is on your mind while you are doing each activity and share all of your thoughts as you review our products.

Your feedback and comments are really valuable for our team and we will use your recommendations to make future improvements to our product to provide users like you a better experience so please feel free to share your thoughts honestly.

Rest assured that your privacy will be respected and that any identifying features, such as your name, will be scrubbed from the video and our notes. Your perspectives about our product will be kept confidential and this information will not be published or become public. So, let's begin!

Warm-up:

During the study, this will match that of the moderated studies.

Usability Activity Prompts:

The same list of prompts for the moderated studies will appear on the device screen.

Conclusion:

After the study, participants will complete the System Usability Scale (SUS) on page 6.

A few key design mockups are attached to provide context.

UX Research Study Plan – System Usability Scale (SUS)

Please complete the System Usability Scale (SUS) by scoring the following ten items with one of five responses ranging from Strongly Agree to Strongly Disagree:

1. The product met your expectations?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. The product was difficult to use?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. The product was informative?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. There is inconsistency within the product?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. I would use this product frequently?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. I felt very confident using the product?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. I felt that the checkout process was quick and easy?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I was able to reach my goal successfully?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

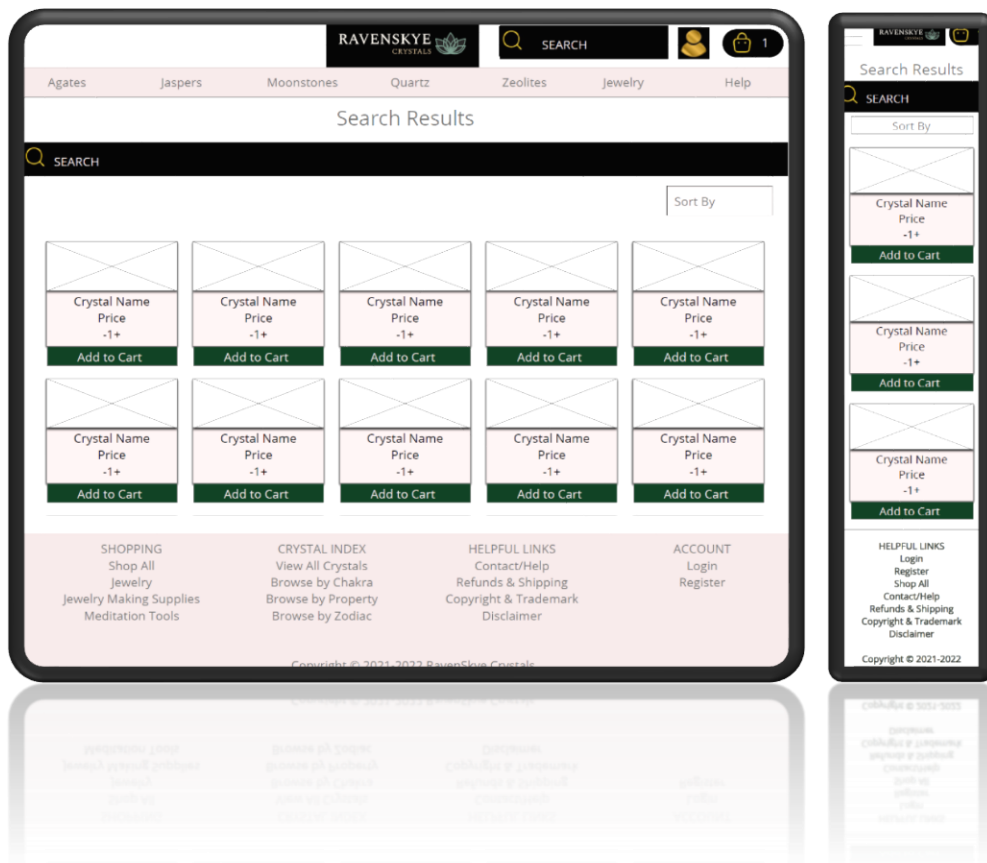
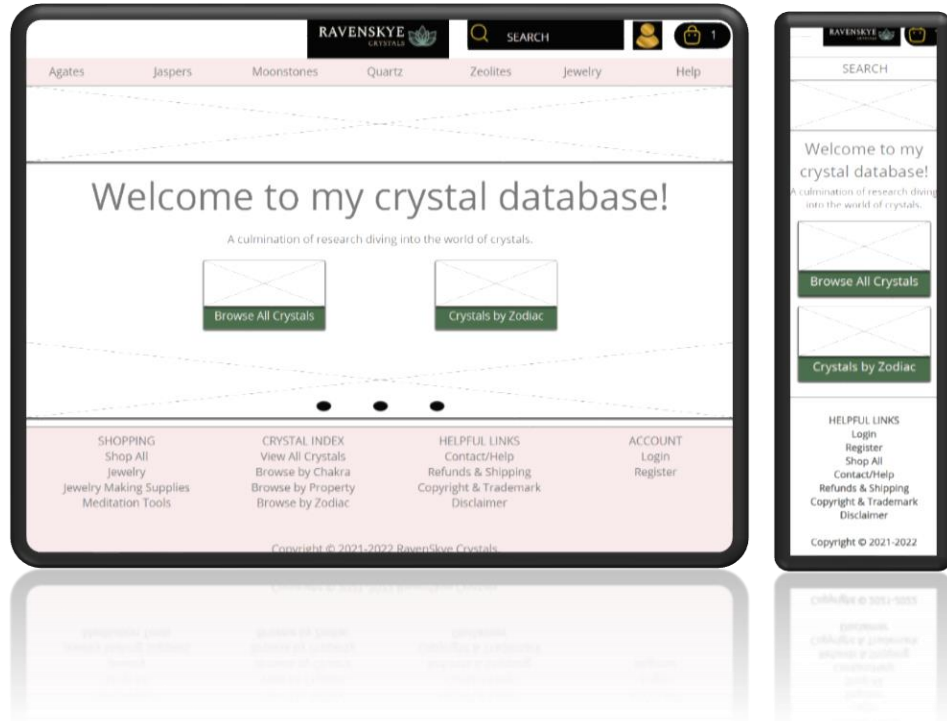
9. I would recommend this product to a family member or friend?

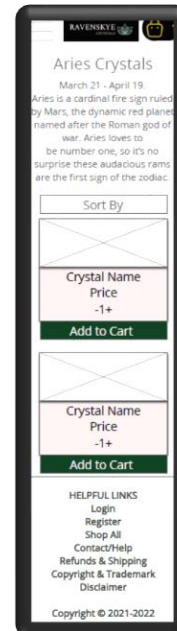
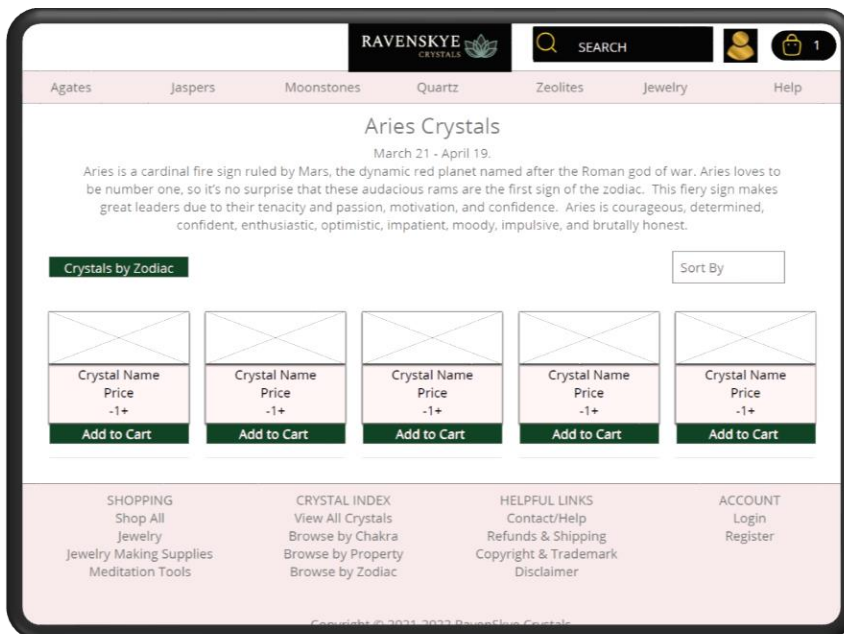
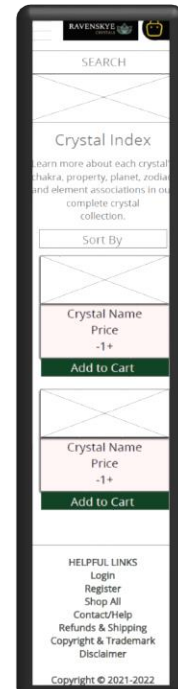
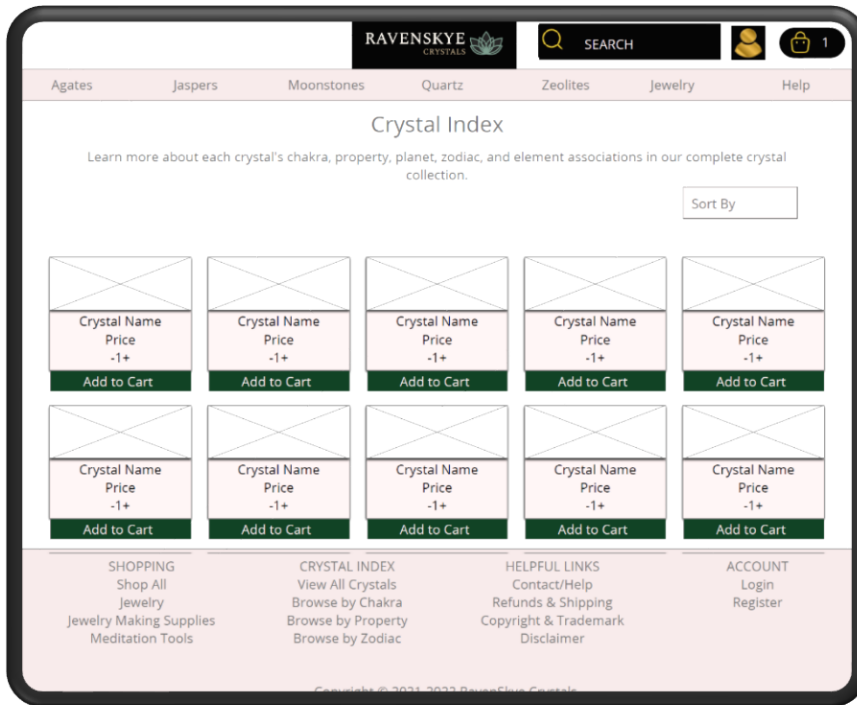
Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

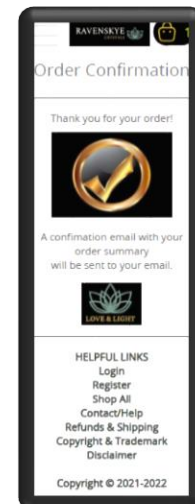
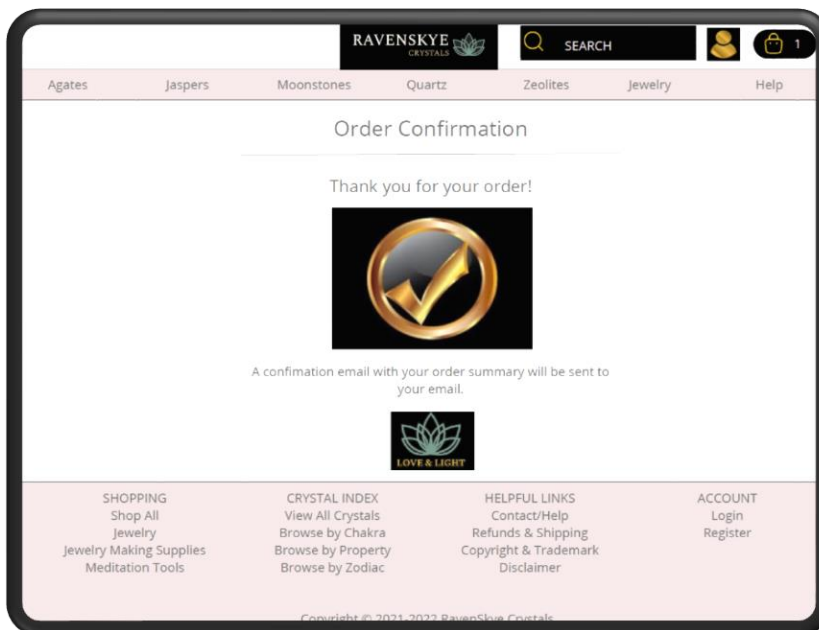
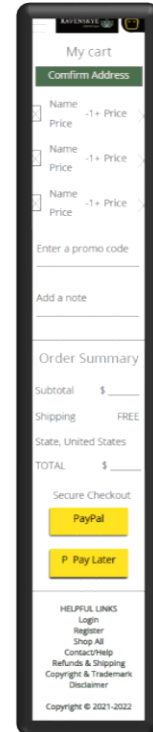
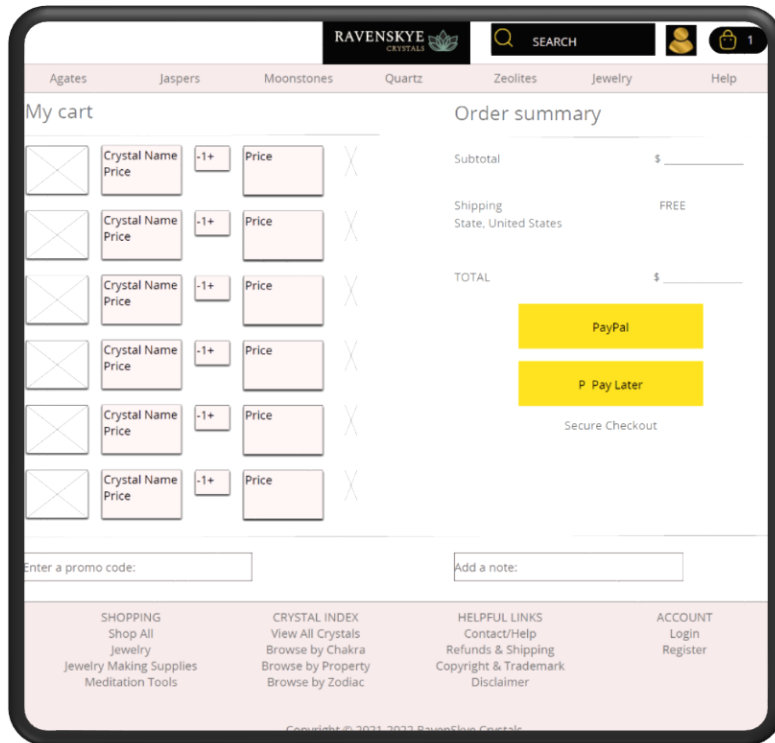
10. I found the product design unnecessarily complex?

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

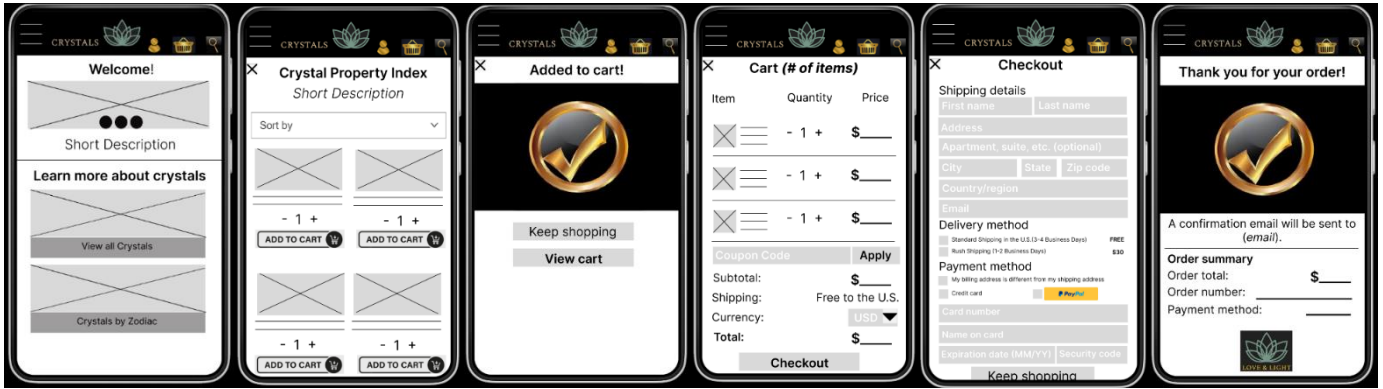
Low-fidelity wireframes (website)







Low-fidelity wireframes (app)



Prototype (app)

