UX Research Study — EatEat

Introduction

- **Title:** Usability study of Food delivery App

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- **Stakeholders**: Myself, Future Recruitment Team, Food delivery Company

- **Date**: 10/09/2024

- **Project background**: I am developing a new application to streamline the food ordering process, providing users with a fast and convenient experience. To ensure the effectiveness of the primary user experience—specifically ordering and scheduling meals—I am seeking insights into the ease of use for users when completing these tasks. Additionally, I aim to identify any challenges users may encounter during the search, scheduling, and reservation processes.

- **Research goals**: Determine if users can complete core tasks within the prototype of the food delivery app. Determine if the food delivery app is difficult to use.

Research questions

- How long does it take a user to find and book a meal in the app?
- What can we learn from the user flow, or the steps that users take, to order/book a meal?
- Are there part of the user flow where users get stuck?
- Are there more features that users would like to see included in the app?
- Do users think the app is easy or difficult to use?

Key Performance Indicators (KPIs)

- Time on task
- user error rates
- system usability scale

Methodology

- **Moderated usability study**

- **Location:** United States, NYC, On-site

- **Date:** Sessions will take place on Sep 10-12 (normal business hours)

- **Length:** Each session will last 5 to 10 minutes, based on a list of prompts

- **Compensation:** A cup of Starbucks Coffee

Participants	- Participants are delivery app users who order food more than three times a week. - Three males, two females, between the ages of 20-35
Script	- During the moderated usability study - A list of prompts will provide to user ● Prompt 1: Scroll and choose food to order ○ Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a dog walker? ● Prompt 2: Select a food, make customized ● Prompt 3: Confirm booking and complete the 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 schedule, figure out where you would book a meal for Sep 21. ● Prompt 5: How did you feel about this dog walking app overall? What did you like and dislike about it? **After the unmoderated usability study Percipients will complete the System Usability Scale** - Percipients will score the following ten statements by selecting one of the responses that range from "Strongly Disagree" to "Strongly Agree." - I think that I would use this app frequently. - I find the app unnecessarily complex. - I think the app is easy to use. - I need the support of a technical person to be able to use this app. - I find the app easy to navigate. - 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 start using this app. - The main user flow is clear.