

Introduction	<ul style="list-style-type: none">● Title: Usability study of food ordering app● Author: Jedidiah Gardner, UX researcher at XXXX, jedidiah@xxxx.com● Stakeholders: Food ordering app senior executives, including Dasher Claus (VP of Sales) and Blitzen Claus (Chief Marketing Officer)● Date: 01/26/2023● Project background: We are creating a new app to connect people to their favorite perogies and expedite orders based on location. We need to find out if the locational based search function successfully expedites orders based on where the user is at the time of the order. We'd also like to understand the specific challenges that users might face in the ordering process and checkout experience.● Research goals: Determine if users complete locational search within the prototype of the food ordering app. Determine if the app is difficult to use.
Research questions	<ul style="list-style-type: none">● How long does it take a user to find the search field within the app?● What can we learn from the user flow, or steps that users can take, to place an order.● Are there parts 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)	<ul style="list-style-type: none">● Time on task● Conversion rates● System usability scale
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: US, remote (each participant will complete the study in their own home)● Date: Sessions will take place on April 15th and May 7th (during normal business hours)● Length: 10-15 mins based on prompts



	<ul style="list-style-type: none"> ● Compensation: \$20 Amazon gift card for participants completing the study
<p>Participants</p>	<ul style="list-style-type: none"> ● Participants are all people who use apps to order food who go out to eat more than once a week. ● Five males, five females, five nonbinary individuals between the ages of 20 and 75. One participant is visually impaired and needs a screen reader for the study. ● Note: The prototype is accessible for use with a screen reader.
<p>Script</p>	<ul style="list-style-type: none"> ● During the unmoderated usability study, a list of prompts will appear on the device screen. <ul style="list-style-type: none"> ○ Prompt 1: Choose a location near you to get started. <ul style="list-style-type: none"> ■ 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 store. ○ Prompt 3: Choose items from the list to order. <ul style="list-style-type: none"> ■ Prompt 3 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 4: While on the checkout screen, find where your order is ready for pickup. ○ Prompt 5: How did you feel about this food ordering app overall? What did you like and dislike about it? ● After the unmoderated usability study participants will complete the System Usability Scale <ul style="list-style-type: none"> ○ Participants will score the following ten statements by selecting one of the five responses that range from “Strongly Disagree” to “Strongly Agree.” <ul style="list-style-type: none"> ■ 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.



