UX Research Study — Plan

Introduction	• **Title:** Usability study of T + Things' website • **Author:** GS • **Stakeholders**: T + Things' executives • **Date**: December 4, 2021 • **Project background**: I'm creating a website to help users customize clothing items with the perfect fit and transparency of fabric material. I need to find out if the main user experience of locating and ordering a shirt is easy for users to complete. I'd also like to understand the specific challenges that users might face in the browsing, customizing, and ordering process. • **Research goal**: Determine if the ordering process for a custom item is difficult or not.
Research questions	• Can users find the product they are looking for? • Do users understand how to add things to their cart? • Are there any parts of the checkout flow that users struggle with? • Do users utilize the 'sort by' system? • Do users think the app is easy or difficult to use?
Key Performance Indicators (KPIs)	• System usability scale (SUS)
Methodology	• Unmoderated usability study • **Location:** United States, remote • **Date:** December 5th during normal business hours • **Length:** 15~20 mins
Participants	• 2 males, 2 females between the ages of 25 and 45 • Participants are all individuals with online shopping tendencies who like to browse or buy clothes online at least once a month, or have experience ordering and purchasing personalized items
Script	**Before the usability study** The following introduction appears on the screen: • **Introduction:**

"Hello, thank you so much for taking the time to participate in this study and share your opinions. We'll start with a few questions, and then you'll complete task prompts and answer questions while using the app. Your feedback and comments are really valuable and we'll use your recommendations to make future improvements to the app to provide users like you a better experience. Please feel free to share your thoughts honestly, and keep in mind that there are no right or wrong answers."

- **Warm-up:**
  - Please tell us a little about yourself.
  - How many times per month do you shop for clothes online?
  - How do you decide where to buy your clothes?
  - How often do you use websites to buy clothes rather than going into stores?

During the usability study
Complete a task, then answer the follow-up question before continuing with the next task.

- **Prompt 1:** Starting on the homepage, find a shirt to purchase and click it.
  - **Prompt 1 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of finding a shirt?

- **Prompt 2:** Customize the shirt.
  - **Prompt 2 follow-up:** How do you feel about the customization options and information available to you?

- **Prompt 3:** Add to Bag and complete the checkout process.
  - Prompt 3 follow-up: How easy or difficult was this task to complete? Was there anything you found challenging?

- **Prompt 4:** How did you feel about the T + Things' website overall? What did you like and dislike about your experience?

After the usability study
Participants will complete the System Usability Scale

- Rate 1 - 5 (1- Strongly Disagree 5- 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 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.