

UX Research Study

Introduction	• Title: Leila Bakery - A Responsive Website • Author: Leila Arab, UXD & UXR, lasabine@gmail.com • Stakeholders: John Doe, Senior UX Designer • Date: August 22, 2021 • Project background: I am creating a responsive website and specifically, I'm designing an easy flow to order cakes from a bakery. I wanted to make • Research goals: Having enough images so that users feel that what they are ordering is what they are going to get - creating more trust and credibility. Having an easy ordering flow for users.
Research questions	• Are there enough images for the food items? • Is the ordering process easy and clear? • Can users find food items easily? • Can users find the contact information quickly and easily? • Do users have any pain points with this lo-fi prototype?
Key Performance Indicators (KPIs)	• System Usability Scale - 10 questions to see how they felt about the app
Methodology	• Moderated usability study • Location: United States, remote (each participant will complete the study in their own home over Zoom) • Date: Sessions will take place during the week of April 24 , 2021 • Length: Each session will last 5 to 15 minutes, based on a list of tasks, with a SUS following the study • I will be creating my SUS survey with SurveyMonkey
Participants	• People who enjoy cake and order food online • 5 females between the ages of 23 - 57
Script	• I will share my screen and participants will be able to interact with the prototype. I will read the following task: ○ Task 1: View the price of a cake. ○ Task 2: Order a custom cake. • After the moderated usability study, participants will be given a link to



complete the System Usability Scale. Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”

1. Navigating to the online order page was easy
2. Ordering a custom cake was easy
3. I did not have any difficulty placing my custom cake order
4. I did not have any difficulty finding the price of a cake
5. I find the website easy to navigate
6. The website the layout makes sense
7. I imagine that most people would be able to order a food product from this website
8. The ordering flow was clear
9. I was comfortable using the website
10. I understood when I had an item in my cart

