

UX Research Study — Special event reservation app for a local pub

Google UX Design Certificate

Introduction	<ul style="list-style-type: none">● Title: Usability study of an event reservation app● Author: Michal Rozen - UX designer● Stakeholders: Ostro - the local pubs' owners I'm designing the app for● Date: 19.02.2022● Project background: I'm creating a special event reservation app for a local pub - Ostro. I'm trying to find out what group of pub-goers would use an app like that most likely. I'm also trying to find out how users feel about using the app, and if the app would be useful for them. It is a very specific app designer around just one pub and I want to know how to make the app catch on with the pub's clients. The results will greatly impact the development of the app.● Research goals: To find out how useful the app would be to the users. To find out the main flow within the app and users' pain points. To find out what could be added or improved.
Research questions	<ul style="list-style-type: none">● Is there even a need for a special event reservation app?● Would pub-goers be into an idea of the app?● What things would they like to see in the app?● How would the app help them?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Conversion rates● Drop-off rates● Time on task
Methodology	<ul style="list-style-type: none">● Data collection: Recorded video and audio, screen capture of the prototype● Location: Poland, Lublin● Date: March 1-3 2022 - weekend● Length: Each session will last 30 minutes● Compensation: A gift card redeemable at the pub
Participants	<ul style="list-style-type: none">● Who will you include in this study? What characteristics do the participants have? Why did you choose them?● Note: If you're intentionally including specific populations (e.g., users with diverse abilities and perspectives), be clear about the needs of the study.● Regular pub-goers



Script

- Three young adults ages 21-25, one male, one female and one non-binary, regularly going to the pub (at least once a week)
- Two older adults ages 35-50 one male and one female, that go to the pub in the earlier, less busy and quieter hours
- One adult age 25-50 with a physical disability (reduced motor movement)

A list of prompts appears on the device screen

- **Prompt 1:** Browse and pick an event that interests you
- **Prompt 2:** Pick a date and time to reserve a table for an event.
 - **Prompt 2 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of making the reservation?
- **Prompt 3:** Confirm the reservation and complete the checkout process (if applicable for the selected event).
 - **Prompt 3 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the home page, figure out where you would go to edit your address.
- **Prompt 5:** How did you feel about this reservation app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will 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.”
 - 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 in order to use this app.
 - I find the various functions in this app to be well integrated.
 - I think there is inconsistency in this 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 use this app.
 - The main user flow to make a reservation is clear.