UX Research Study

Introduction	● **Title:** Chemical Plant – Pro-Coating Buyers ● **Author:** Dmitriy Lebedinskiy, UX researcher, designprovider@yahoo.com ● **Stakeholders**: Chemical Plant owner, professional coating buyers ● **Date**: 03.21.2022 ● **Project background**: I am creating Pro-Coating Buyers Desktop Website and Mobile Version of this website, to be used by professional coating buyers in order to eliminate time spending on verifying product in stock and minimize delays for this product delivery, as it will affect the production process. This will simplify a lot of inconveniences for buyers, such as: spend a lot of time for calling to verify and place the orders, time spent by buyers for all of the confirmation processes, also it will provide a lot of additional information on the product/s that needed for professional buyers. ● **Research goals**: Find out if this website will save the time for professional buyers during purchasing process, also if the functionality of the website delivers enough information and options for the buyers to place an order/s, find out if this website will be convenient to be used by professional buyers.
Research questions	● How long does it takes for 5-7 participants to place an order? ● How easy this website use during ordering process (1 to 10; 1 – very complicated and 10 – very easy to use)? ● What challenges participants facing during ordering process? ● How many drop-offs during ordering process? ● Does this website have enough information for making decision for order placement?
Key Performance Indicators (KPIs)	● Time on Task ● SUS (system usability rate) ● Conversion Rate ● Drop-off Rate ● Net Promoter Score
Methodology	● Unmoderated Usability Study ● Location: USA, remote (participants will go through ordering process at their own convenient location) ● Dates: March 29 – April 2 and April 2 – April 6 of 2022 ● All Participants will complete reservation process by themselves and also they will submit privately survey on their experience of website usability. ● Each session will last 30-40 minutes and will include introduction, tasks to be completed and brief questionnaire

Participants	● Participants who has an experience of placing any type of online orders of at least 3 times per month ● 3 Participants – with at least 5 years of professional purchasing experience, 3 Participants - with at 1-5 years of professional purchasing experience, 2 Participants with different types of accessibility (one wearing glasses and one with English language barrier), and 2 Participants are randomly selected with general non professional experience of making purchases online ● Participants age 24-65 ● Participants gender: 4 Male, 5 Female and 1 Non-binary ● Incentive: $25 general gift card (Visa / Master or American Express)
Script	● Intro: 　○ Before we will begin I want you to know that this is not a test and that there is no right or wrong answer. 　○ Should you have any questions, please don't hesitate to ask. 　○ The data collected is to be used for website development and improvements ● Basic questions: 　○ How many times per month do you place orders online? 　○ Tell me about your experience of placing orders online, such as: likes and dislikes 　○ What challenges you facing during placing orders online? ● Prompt 1 　○ Open the website and place an order of your choice 　○ Follow up: tell me about how easy for you was the online ordering process on scale 1 to 10, where 1 – very complicated and 10 – very easy. What were the challenges? ● Prompt 2 　○ On the scale 1-10, estimate is it enough information provided on the website to make a decision about order placement. 　 1 – not enough information, and 10 – completely satisfied with amount of information provided for order placement. 　○ Follow up: did you find anything that confused you? ● Prompt 3 　○ Finalize the reservation process 　○ Follow up: tell me about overall experience and time spent during online ordering process.