

UX Research Study

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| Introduction | <ul style="list-style-type: none">● Title: Restaurant Reservation App● Author: Dmitriy Lebedinskiy, UX researcher, designprovider@yahoo.com● Stakeholders: Restaurant owner, restaurant app prospective users, others● Date: 12/20/2021● Project background: I am creating Restaurant Reservation App, to be used by restaurant's service users and implemented by restaurants in order to eliminate time used by people to drive or call to the restaurants for reservation. This will eliminate a lot of inconveniences for people, such as: spend a lot of time for driving or calling, time spent by people for all of the confirmation process (find available time/s call the friends or family to confirm with them, than call back to the restaurant with confirmations, selection of the menu, accessibility problems that can be forgotten when requested by the phone, seating area choice – it can be unavailable, etc.)● Research goals: Find out if this app will save time for people, also if the functionality of the app delivers enough options for the people, find out if this app will be convenient to be used by people. |
| Research questions | <ul style="list-style-type: none">● How long does it takes for 5-7 people to make a complete reservation?● What functionalities of the app used most?● What other options people want to see in the app, if any?● What challenges people facing during reservation process?● How many drop-offs during reservation process? |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none">● Time on task● SUS (system usability rate)● Drop-off rate |
| Methodology | <ul style="list-style-type: none">● Unmoderated Usability Study● Location: USA, remote (participants will go through reservation process at their homes)● Dates: December 21 – December 23 and December 27 – December 30 of 2021● All Participants will complete reservation process by themselves and also they will submit privately survey on their experience of app usability.● Each session will last 30-40 minutes and will include introduction, tasks to be completed and brief questionnaire |



Participants

- People who has an experience of making any type of online reservations of at least 4-5 times per year
- 2 Participants are married with children, 2 Participants with different types of accessibility (one wearing glasses and one with limited mobility), and 3 Participants are randomly selected
- Participants age 21-70
- Participants gender: 3 Male, 3 Female and 1 Non-binary
- Incentive: \$25 gift card to the restaurant

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 app development and improvements
- Basic questions:
 - What is your favorite restaurant?
 - How many times per year do you making restaurant reservations?
 - Tell me about your experience of making restaurant reservations, such as likes and dislikes
 - What challenges you facing during placing a reservation?
- Prompt 1
 - Open the app and make a reservation for you and your spouse
 - Follow up: tell me about how easy was the reservation process for you and what was the challenges?
- Prompt 2
 - Make a reservation with use of special functionality (Guest Pick-up / Drop Off and babysitting option)
 - 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 reservation process

