

UX Research Study — Restaurant App with Payments

Introduction	<ul style="list-style-type: none">● Title: Study of in-app payments in a Fast-Food ordering app● Author: Elizabeth William● Stakeholders: Bill Jones (Software Engineer), Warren Harry (Designer)● Date: 01/01/2018● Project background: We're integrating payments within the app to support the fast-food ordering process for ease of transaction.● Research goals: Determine the segment of users that prefer to use payments within the app as opposed to cash on delivery. Determine the user's preference to store card details.
Research questions	<ul style="list-style-type: none">● Do users prefer to use payments within the application?● Are users comfortable with the app storing payment details?● Which is the best place to integrate payments in the checkout process?● Do users have the card details handy to make the purchase?● Is in-app payment post food delivery a good option?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task● Drop-off Rates● Conversion Rates
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: United States (own convenience)● Date: 1st December 2018● Length: 20 minutes session per user● Compensation: \$20 gift card for individuals enrolling in study
Participants	<ul style="list-style-type: none">● 2 individuals using the existing fast food mobile app● 2 individuals in the 18 to 50 age category● 2 individuals in the 50 to 75 age category● 2 individuals with visual impairment● 2 individuals regularly picking up the order from the store
Script	<ul style="list-style-type: none">● During the unmoderated usability study● Prompt 1: Wish to take consent from each one of you to record this session. This



is not a test and there is no right or wrong answer. It is ok to ask questions during the process and more information on why their data is being collected.

- Prompt 2: Make a fast-food order on the restaurant app and make a payment. What would you do?
- Prompt 3: What would be your preferred mode of payment?
- Prompt 3 follow-up: Where will you look for payment options?
- Prompt 4: How long does it take for you to fetch your credit/debit card and enter the details into the app?
- Prompt 5: How do you feel about storing the card details securely within the app?
- Prompt 6: Would you prefer to pay for the order now or after delivery?

- **After the unmoderated usability study**

- Participants will complete the system usability scale.
- Rate your experience in a scale of 5 between “Strongly Agree” and “Strongly Disagree”.
 - I will use this in-app payment feature frequently.
 - I think this payment feature is unnecessarily complex.
 - I find this payment feature is time consuming.
 - I need the support of a technical person to use this feature.
 - I feel confident using this feature.
 - The main user flow to complete a payment transaction is complete.
 - I think there is inconsistency in this feature.
 - I imagine that most people would find it easy to use in-app payments.
 - I need a lot of things before I can use this feature.
 - I find the various functions of payments to be well integrated.

Schedule

- Recruitment: 20th to 30th November 2018
- Study Date: 1st December 2018
- Results: 7th December 2018

