

Introduction	● Title: Usability of Bike Shop App ● Author: Ethan Holzer, UX Designer ● Stakeholders: Elevation Athletics, group of sporting goods investors ● Date: April 23, 2021 ● Project background: We are creating an app to help ordering cycling related gear easier and more enjoyable. Before launching we need to figure out if ordering gear through the app is easy for users to do. We'd like to understand what specific challenges our users might face in the ordering, payment, and pickup/delivery process, and how we can help them fix those challenges. ● Research goals: Figure out if users can complete the core tasks within the app.
Research questions	● Are there any parts where users are getting stuck? ● How do the users feel as they complete the core tasks within the app?
Key Performance Indicators (KPIs)	● Time on Task: How long does it take for uses to complete a task? ● Drop off Rates: Where do users get stuck and quit? ● System Usability Scale: Measure level of satisfaction with the app
Methodology	● Moderated usability study ● Location: Colorado, Remote ● Date: Sessions will take place April 25th ● 5 participants, each completing the study on their own ● Each session will last 15 minutes, and include an introduction, a list of tasks, and a SUS questionnaire
Participants	● Participants who have interest in getting into biking, or participants who currently bike. ● Two men, three women between the ages of 19 and 55. One participant has a farsighted visual impairment. ● Study is accessible for people with visual impairment

Script

- INTRO:
 - Before we begin, do I have your consent to take both audio and video recordings of this interview?
 - I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.
 - If you have questions, please don't hesitate to ask.
 - This data is being collected to help improve a coffee ordering app. Your answers will help us make the app easier to use.
 - Basic Questions:
 - Do you live in an area near a store specifically for biking gear?
 - If there are multiple, do you have a favorite?
 - Have you ever ordered anything from a bike store?
 - Do you usually order from inside the store, or online via web or app?
 - Great! If you're ready, let's move onto the tasks you'll be working on.
- **Prompt 1:** Open up the app and find the listing for [Specific Product]. Do your best to talk me through your thought process.
 - **Prompt 1 Follow-Up:** How did you feel about the process of finding the product? What was easy and what was challenging?
- **Prompt 2:** If I said "Check on your pending orders" what would you do?
 - **Prompt 2 Follow-Up:** What would you be able to tell me about your pending orders?
- **Prompt 3:** Find when your Store Rewards expire. Do your best to walk me through your thought process as you do this.
- **Prompt 4:** Add an item of your choosing to the cart, and checkout. Do your best to walk me through your thought process as you do this task.
- **Prompt 5:** Find a list of your previous orders in this app.
- **Prompt 6:** Do you think this app is useful?
- Have participants complete the System Usability Scale. Participants will be asked to score the following 10 items with one of 5 responses that range from Strongly Agree to Strongly Disagree:
 - I think this app easy to navigate
 - I think this app is confusing
 - I think I would need the support of a technical person to use this app.
 - I found the various functions in this app were well integrated.
 - I thought there was too much inconsistency in this app.
 - I would imagine that most people would learn to use this app very quickly.
 - I felt very confident using this app
 - I needed to learn a lot of things before I could get going with this app.
 - I found the category system confusing
 - Navigating this app was straightforward



