

Introduction	<ul style="list-style-type: none">● Title: Creating a shopping application for a local shop● Author: Fatemeh Farnoush, UX/UI Designer, fatimahfarnoush@gmail.com● Stakeholders: This is a case study project● Date: 01/08/2021● Project background: I am creating this application to help people shop easily, confidently and quickly from wherever they are and at any time. So that they can skip the crowded indoor spaces and long checking lines.● Research goals: Figure out if the design methods applied to this application actually leads people to easy shopping and making quicker decisions with more confidence?
Research questions	<ul style="list-style-type: none">● How long does it take for users to make a purchase?● are the shopping steps clear for the users from beginning to the end?● are there anything they need to know but hardly can find out through the app or maybe don't find out at all?● Are the added features of the application helping people to shop more confidently and make quicker decisions?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task● Use of Navigation vs. search● System usability scale
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location United States, remote,● Sessions will take place on Jan 9th● Five participants complete the task of buying a sofa in the shopping app.● Each participant completes a questionnaire on their experience privately.● Each session will last 20 minutes and will include an introduction, a list of tasks and a questionnaire.
Participants	<ul style="list-style-type: none">● Participants are people who shop online at least twice a week because of different reasons.● 3 males, 2 females all aged 20-75 years old one user suffers from mild color blindness.● Incentive: 20-dollar amazon gift card.



- Before we begin may I have your consent to take both audio and video recordings from this interview?
- I want you to know this is not a test and there is no right or wrong answer.
- This data is being collected to help create an app that makes shopping easier. Your answers will help us make the app more straightforward for people to use.
- **Basic questions:**
- What kinds of stuff do you prefer to buy online?
- How many times a week do you shop?
- How many times a week do you shop online?
- What makes you want to shop online?
- Could you tell me more about your weekly shopping plans?
- Great! If you are ready let's move on to the tasks you will be working on.

Script

- **Prompt 1:** Open the local store's shopping app and try to find a sofa to buy. Go along and walk me through your thinking process.
- Prompt 1(follow up): Was it easy or challenging to find what you want? What was easy and what was challenging about it?
- **Prompt 2:** Try to make a final decision on the sofa that you found recently. Think about What you need to know to make sure about buying the sofa.
- Prompt 2(follow up): Did you find all the information you needed before buying the sofa? Was it easy to decide with the provided information? If you feel like anything was missing, please let me know what.
- **Prompt 3:** Let's say you decided to buy the sofa. Try to checkout and buy your sofa.
- Prompt 3(follow up): Was it easy to make your purchase? was there any missing information that you needed to know before checkout?
- **Prompt 4:** Please take your next action on the shopping app after checking out. Let me know what that is.
- **Prompt 5:** How did you feel about the shopping app overall? What did you like and dislike about it?

Have the participant complete the system usability scale. Participants are asked to complete the following 10 items with one of five responses that range from strongly agree to strongly disagree.



- I think that I would use this app frequently.
- I found the app unnecessarily complex.
- I thought the app was easy to use.
- I think I will need the support of a technical person to be able to use this app.
- I found that various functions in this app were all integrated.
- I thought that there was too much inconsistency in this app.
- I would imagine that most people would learn to use this app very quickly.
- I found the app very cumbersome to use.
- 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 payment system frustrating.
- I found the ordering process cumbersome.

