UX Research Study - Moodie Foodie

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| **Introduction** | * **Title: Creating a food ordering app called Moodie Foodie** * **Author:** Isha Wadhavkar. UX Designer. * **Stakeholders**: MF customers. * **Date**: 26-05-2021 * **Project background**: I am creating this app to help people order food online from restaurants near them. I want to know if users use this app over other similar apps because of the mood wheel and accessibility designs. * **Research goals**: To see if the users use this app over others for a few core improvements in the app. |
| **Research**  **questions** | * Do users use the mood wheel? * How long does the user take to place an order? * Is the app navigation easy? * Are the accessibility features helpful? |
| **Key Performance Indicators**  **(KPIs)** | * Time on task- How long it took a user to place the order? * Conversion rates- How many completed ordering food. How many used the mood wheel? * System usability scale (SUS)- A questionnaire to evalute feedback. Did the customer use the mood wheel? Is the navigation easy? Did the user use voice record option? Was the checkout process easy? |
| **Methodology** | * Online surveys and usability study. * Location: India. Random selection process. Date: 1-5June. * Users will have to navigate through the app to order food from a restaurant (with or without the mood wheel) and fill out a feedback form. * Total time : 25- 40mins. |
| **Participants** | * Anyone who orders food at least once a week. * Users who use multiple apps to order food. (to compare this app to other). * Ages: 16-50 |
| **Script** | * Did you use the mood wheel? * Are the accessibility features prominent? * Do you require any other accessibility features? * What is the one change you would make to this app? * Was the navigation simple? * Was the checkout process too complicated? |