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.
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| **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?
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| **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?
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| **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.
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| **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
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| **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?
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