

<p>Introduction</p>	<ul style="list-style-type: none"> ● Title: Research Study ● Author: Justin Eccles UX Design Lead ● Stakeholders: Jeremy Samuel Ceo, Hannah Ruth, FF Rep. Users that frequent plant stores or buy plants. ● Date: Oct 8, 2023 ● Project background: This research is necessary to test the prototype of our plant app, to understand how users interact with it and to address user issues that might arise. Before we launch we need to know if users are assisted by the app in the process of choosing and buying a plant. ● Research goals: 1. Understand how to make the app useful, usable, and pleasurable for the user. 2. Understand if the app needs clearer or new features. 3. Understand if the product worked as expected. 4. Understand if the app would attract and retain the user.
<p>Research Questions</p>	<ul style="list-style-type: none"> ● Can a user find and purchase a plant? ● Can a user find and understand the barcode scanner tool? ● Can a user understand the use of icons and agree with their placement?
<p>Key Performance Indicators (KPIs)</p>	<ul style="list-style-type: none"> ● Time on task: How long it takes for a user to complete a task. ● Conversion rates: The number of users who reach their goal successfully. ● A System Usability Scale: A questionnaire that asks participants their opinions about your product.
<p>Methodology</p>	<ul style="list-style-type: none"> ● This Test will take place Oct 20, 2023, 9am-12pm in the Madison Holiday Inn conference room. The data will be collected by the UX lead, using timers, questions, observation and video recordings. The test will be concluded after at least 5 participants have taken the test or they reach the end of the time available. They will analyze the data and review the videos. They will record their findings on a spreadsheet. ● If the studies indicate mixed results they will consider different tests and try again one week later.
<p>Participants</p>	<ul style="list-style-type: none"> ● Screener survey: People who have bought plants in the last 6 months. ● Participants: People who buy or look at plants at least once a month. Including people who have diverse perspectives and abilities at least Two males, two females, and one nonbinary individual, aged 18 to 65 years old. ● Incentive: A gift card to Felley’s Flowers to buy one plant.
<p>Script</p>	<ul style="list-style-type: none"> ● Welcome. Thank you for your time. Before we begin, have you read and



signed our consent form? Do you give your consent to be recorded, audio and video?

- What is your name, age and occupation?
- This is not a test that has right or wrong answers. We are conducting a test to improve the usability of an app. Any questions?

- This is an activity for you to complete. On the device in front of you navigate to the plant catalog app. Find and buy a plant that will live outside, in a dry environment and flower once a year, for under \$15. (Timed task)
- Begin...
- What was your experience using the app? Most confusing part? Most useful part of the app? Why?
- How many times did you have to back up or start over to successfully make a purchase? Describe the issues?
- What additional features would you add to the app? What ones would you remove?
- What bothers you most about using the app? Tell me more.

- Ok this is the next activity. On the device in front of you navigate to the plant catalog app. Find a tool in the app to scan the barcodes. Scan the barcodes of the plants in the next room and find and buy an indoor plant that needs full sun and water once a week. (Timed task)
- Begin...
- How did you feel about using the barcode tool in the app? What was the most difficult part? The most easy part of the tool? Why?
- How many times did you have to back up or start over to successfully make a purchase? Describe the issues?
- What additional features would you add to the app's tools? What ones would you remove?
- What do you like most about using the app? Tell me more.

- Would you answer these questions with a rating 5 strongly disagree and 1 being strongly disagree.
 - The app was easy to use.
 - I noticed a lot of improvement I would make on this app.
 - The app would help me find plants that I could care for.
 - The app was perfect for a store.
 - I would download and use this app.
 - The app would save me time in a store.
 - The app was hard to use.
 - The app would make it harder for me to find plants I would buy.
 - I would never download and use this app.
 - The app would help me not kill plants.
 - the app was very helpful
- (End recording)
- Thank you again for your time.

