

## AI Playground - UX research study

**Title:** Usability study of AI Playground app.

**Project background:** We are creating a new web app to help kids learn artificial intelligence in a fun way. The app will help parents find the courses suitable for their kids' needs. We want to provide a very engaging learning experience to kids so they continue learning and complete the courses.

**Research goals:** Determine if an AI Playground app is easy to use and engaging for kids. Determine if the user (parent) is able to complete the checkout process smoothly and if the kids find the app attractive, engaging and easy to navigate.

### Research questions

- Does the user find the app easy to use?
- Does the app help the user to find and purchase the courses without any confusion?
- Is the checkout process easy or complicated?
- Is the user flow easy to understand for kids?
- Is the design attractive to the kids?
- Is there any feature that can be added or removed to make the design better?

### Key performance indicators

- Conversion rate
- System usability scale
- Drop-off rate

## Methodology

- Moderated usability study
- Location: Pune, India
- Date: 23.05.2024
- Length: 10 minutes for each session
- Compensation: no compensation

## Participants

- Participants are kids who are interested in learning AI and their parents
- Kids are in the age group of 9 – 16 years
- Participants of all genders are included
- Participants reside in Pune city

## Script

Separate prompts were provided to the kids and parents.

### Prompts for parents:

**Prompt 1:** From the home screen, select any course and click enroll.

Follow up – Was it easy to navigate through the homepage and select the course?

Which path did you choose – Apply, Explore, Top bar menu or “Courses” section on the home page?

**Prompt 2:** Fill enrollment details, proceed for payment and make payment.

Follow up – How easy or complicated was it to fill enrollment details and proceed to payment? Did you feel like quitting or going back at any stage? If yes, at what stage?

**Prompt 3:** Did you find any feature or step that is unnecessary?

Would you like to add any feature to make the purchase experience better?

**Prompt 4:** Did you feel the overall appearance and layout of the app will be suitable and attractive to your kid?

Participants completed the System Usability Scale study. Participants were asked to score the following items with one of 5 responses that range from Strongly Disagree to strongly agree.

- I think my child will love this app.
- I found the app confusing.
- I thought that the app was easy to use.
- I thought that the enrollment process was simple and easy.
- I was confused while selecting the course from the home page.
- I liked the course content (introduction video) page.
- I felt the course content page was complicated and confusing.

### **Prompts for kids:**

**Prompt 1:** Explore the homepage.

Follow up – Did you find the homepage interesting? Did you like the colors and images used on the home page? Did you find anything confusing or difficult to understand?

**Prompt 2:** From the home screen, go to “Account” on the top bar and go to the “Ongoing course” section.

Follow up – Was it easy to find and locate the specified section?

**Prompt 3:** Select the course in the “Ongoing courses” section and click on “Continue learning”. Explore the course content page.

Follow up – Is the course content page easy to understand? Did you find anything confusing?

Participants completed the System Usability Scale. Participants are asked to score the following items with one of 5 responses that range from Strongly Disagree to strongly agree.

- I found the app fun and interesting.
- I found the app boring.
- I thought that the app was easy to use.
- I thought that the app was difficult to use.
- I liked the course content page.
- I felt the course content page was complicated and confusing.