Escapade - UX research study

Title: Usability study of Escapade app

Project Background: We are creating a new app to help people buy camping supplies with an option of in-store pickup. We want to know if the user finds it easy to choose the appropriate delivery method and select their convenient time slots. We also want to know if the user finds the purchasing experience smooth and simple.

Research goals: Determine if the Escapade app is easy to use. Determine if the user is able to select the desired delivery method and complete the order smoothly.

Research Questions

- Does the user find the app easy to use?
- Does the app help the user to schedule in-store pickup without any confusion?
- Is the user flow simple and clear or is it confusing?
- Does the user flow have any obstacles at any stage?
- 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

- Unmoderated usability study
- Location: Mumbai
- Date: 01.03.2024
- Length: 10 minutes for each session
- Compensation: No compensation

Participants

- Participants are frequent campers who go camping at least once a month
- Participants are in the age group of 20 - 60 years
- Participants of all genders are included
- Participants reside in Mumbai city
- Participants should not be from the same family
- Some participants should be new to internet

Script

- **Prompt 1:** From the home screen, search the product and add it to the cart (Note: do not type in the search bar, simply clicking on the search bar is enough)

  Follow up - Was it easy to search, add products to the cart? Is the navigation easy?

- **Prompt 2:** Proceed for checkout and select "Doorstep Delivery" option and complete the order

  Follow up - How easy or difficult was it to complete the checkout process? Did you get confused in the process? If yes, at what stage?

- **Prompt 3:** Again from the homescreen, add products to the cart and complete the checkout process with the "In-store pickup" option.

  Follow up - How easy or difficult was it to complete the checkout process? Did you get confused in the process? If yes, at what stage?

  Prompt 4: Did you find any feature or step that is unnecessary? Would you like to add any feature to make the purchase experience bette
  Have participants complete 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 think that I would use this app frequently.
    - I found the app unnecessarily complex.
    - I thought that the app was easy to use.
    - I thought that the checkout process was simple and easy.
    - I was confused in the checkout while selecting the delivery method.
    - I found the options of delivery methods useful.
    - I found the options of delivery methods unnecessary.