

## Introduction

- **Title:** Usability study of order tracking app
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- **Stakeholders:** Order tracking app customers, Deborah Achebe (UX design team lead) debachebe@g.com, Vincent Huang (Product Marketing Manager) vincehuang@g.com
- **Date:** January 25, 2023
- **Project background:** We are creating a new app so users can track online orders easily and place hold on their orders as and when they would like to. We need to find out if users are able to find the tracking information easily and if they are able to reschedule package deliveries promptly. We would also like to know their concerns and challenges while checking and browsing the information in the app.
- **Research goals:** Determine if users can complete specific tasks within the prototype of the order tracking app. Determine if the app is difficult to use.

## Research questions

- How long does it take for the user to find order related information in the app?
- Do users think that the way the information has been organized is helpful and/or useful?
- Are there parts of the user flow where participants get stuck?
- What can we learn from the user flow as they place a hold on their order?
- Are there design changes we can make to improve the user experience with the “order/package hold” feature?
- Do users think the app is easy or difficult to use?

## Key Performance Indicators (KPIs)

- Time on task
- Conversion rates
- System Usability Scale
- Net Promoter Score

<p><b>Methodology</b></p>	<ul style="list-style-type: none"> <li>● Unmoderated usability study</li> <li>● <b>Location:</b> United States, remote (each participant will complete the study in their own home)</li> <li>● <b>Date:</b> Sessions will take place during the week of March 1-5, 2023</li> <li>● <b>Length:</b> Each session will last 10 to 15 minutes, based on a list of prompts, with a SUS following the study</li> <li>● <b>Compensation:</b> \$15 gift card from ABC store</li> </ul>
<p><b>Participants</b></p>	<ul style="list-style-type: none"> <li>● Participants are individuals who are business owners/managers and also individuals with a busy schedule, who place online orders regularly.</li> <li>● Two males, two females, and one nonbinary individual, aged 18 to 65 years old. One participant is a person with visual impairment.</li> <li>● One user of assistive technologies (keyboard, screen reader).</li> </ul>
<p><b>Script</b></p>	<p><b>During the unmoderated usability study</b></p> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"> <li>● <b>Prompt 1:</b> Sign in with the information (provided) and enter the order number (provided) to see shipping details. <ul style="list-style-type: none"> <li>● <b>Prompt 1 follow-up:</b> How easy or difficult was this task? Is there anything you would like to change about it?</li> </ul> </li> <li>● <b>Prompt 2:</b> Try finding the details of the shipping information for Box1. From the details page, try returning to the previous page. <ul style="list-style-type: none"> <li>● <b>Prompt 2 follow-up:</b> How easy or difficult were these tasks? Is there anything you would like to change about it?</li> </ul> </li> <li>● <b>Prompt 3:</b> Let's say you wanted to place a hold on Box 2. How would you go about doing that? <ul style="list-style-type: none"> <li>● <b>Prompt 3 follow-up:</b> Was this task of placing a hold on a package easy or difficult? Is there anything you would like to change about the process?</li> </ul> </li> <li>● <b>Prompt 4:</b> From the current page, figure out how you would go about entering a separate order number? <ul style="list-style-type: none"> <li>● <b>Prompt 4 follow-up:</b> What was easy and what was challenging about the task?</li> </ul> </li> <li>● <b>Prompt 5:</b> How did you feel about the order tracking app in general? How useful was it? What did you like or dislike about it?</li> </ul>

### **After the unmoderated usability study**

Participants will complete the System Usability Scale

- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
  - The main user flow to find the order information is straightforward.
  - The layout of the order details is easy to understand.
  - Navigation is easy throughout the app.
  - The user flow to place hold on a package is clear.
  - I imagine that most people would learn to use the “placing hold on package” feature quickly.
  - I need to learn a lot of things before I can use the “placing hold on package” feature.
  - I feel the app is unnecessarily complex.
  - I can locate the page to enter a different order number easily.
  - I think there is inconsistency in the app.
  - I think that I would use this app frequently.