

<h2>Introduction</h2>	<ul style="list-style-type: none"> ● Title: Creating an eating app for indecisive users base ● Author: Prisha Rao, UX Researcher, prisharao@whatoeat.com ● Stakeholders: WHATOEAT users, Jaime Lannister (Chief Operating Officer), Hodor Baratheon (Chief Financial Officer) ● Date: 01/12/2022 ● Project background: We're creating a new app to help users who are indecisive on what to eat. This app will have features that users can pick for day and night sessions, with a list of favorite restaurants they have picked. It entails a fun and new way to express what they like to eat according to their moods. Besides that, assistive technology such as a screen reader have been made compatible with the app. ● Research goals: Determine if users can complete core tasks within the prototype of the eating app and figure out specific accessibility issues faced while navigating the app.
<h2>Research questions</h2>	<ul style="list-style-type: none"> ● How long does it take a user to make a decision about what to eat? ● Are users able to successfully use the app to make deciding what to eat easier? ● Are users able to navigate properly within the specified user flow? ● Are there more features that users would like to see included in the app? ● What can we learn from the steps users took to select the restaurant/food of their choice?
<h2>Key Performance Indicators (KPIs)</h2>	<ul style="list-style-type: none"> ● Time on task: How much time users take to pick what to eat ● Use of navigation/search: Measures the number of users using navigation's app compared to the search functionality. ● System Usability Scale (SUS: Questionnaire to evaluate users' feedback ● Net Promoter Score (NPS) : Measures users' recommendation to others
<h2>Methodology</h2>	<ul style="list-style-type: none"> ● Unmoderated usability study ● Location: Remote ● Date: 2nd Jan 2023 ● Length: Each session will last 5 to 10 minutes, which will be concluded with a questionnaire and feedback form via email
<h2>Participants</h2>	<ul style="list-style-type: none"> ● Participants who orders daily ● Order time ranging during lunch hours and dinner hours. ● Participants should be between the ages of 18 to 65. ● Participants should include a fairly distribution of male and female genders including people that are differently-abled as below: <ul style="list-style-type: none"> ○ users with color blindness



Script

- users with visual impairment
- Participants should be vary in type of relationship as below:
 - users who are students - order hours could be inconsistent
 - users who are young couples - order hours could be inconsistent
 - users who are older spouses- order hours are night time only
- Incentives: RM10.00 GrabFood gift card for participating in the study

- **During the moderated usability study**

- A list of prompts appears on the device screen***

- **Prompt 1 : From the home screen, select day or night**
 - How do you feel when you see the front layout of the homepage?
- **Prompt 2 : From the day/night screen, press to continue**
 - What do you like most and what do you like the least? Is there anything you would change about the process?
- **Prompt 3 : Select “NAHHH or YASSS”. Then, close the prompt shown on screen.**
 - What do you think about the lingo used? Anything you would like to add here?
 - What do you think about the options provided? How do you think it will benefit you in the future?
- **Prompt 4 : Select order**
 - How do you find the visuals in the menu?
- **Prompt 5 : Confirm your order and complete the checkout process by clicking add to cart**
 - How easy or difficult was it to complete an order? Is there anything you would like to change?
 - What do you think of the options available? Why?
- **Prompt 6 : Select payment method and checkout**
 - How accessible are the payment options?
- **Prompt 7 : Track Order & Leave a review**
 - What do you think of the order tracker? How does the information benefit you?
 - What do you think of the rating visuals?

- **After the moderated 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.”
 - I think that I would use this app frequently.
 - I find the app unnecessarily complex.
 - I think the app is easy to use.
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - There is inconsistency within the app.
 - I imagine that most people would learn to use this app



quickly.

- I feel confident using the app.
- I need to learn a lot of things before I can start using this app.
- The main user flow is clear.

- **Participants will complete the Net Promoter Score**

- Participants will score the following five statements by selecting one of five responses that range from “Strongly Recommend” to “Do Not Recommend.”
 - The app is simple and easy to use.
 - The app has interactive and playful user flow.
 - The app has options to decide based on mood and favorite food restaurants.
 - The app is accessible to differently-abled people.
 - I feel satisfied using the app.

