

<h2>Introduction</h2>	<ul style="list-style-type: none"> ● Title: Creating a companion website ● Author: Prisha Rao, UX Researcher, prisharao@companion.com ● Stakeholders: COMPANION users, Sonic Hedgehog (Chief Operating Officer), Geralt Riviera (Chief Technology Officer) ● Date: 12/12/2022 ● Project background: We're creating a new website to help people of different backgrounds to find friendships locally and globally. We will cater to different social classification such as introverts, extroverts and ambiverts. Besides, assistive technology has been incorporated to be more inclusive. ● Research goals: Determine if users can complete core tasks within the prototype of the companion website and figure out specific accessibility issues faced while navigating the app.
<h2>Research questions</h2>	<ul style="list-style-type: none"> ● Is the app inclusive for users of different backgrounds? ● Are users able to find friends based on preferences set? ● Are users able to perform activities based on preferences set? ● How are users able to successfully retain the new friendships made? ● Are there more features that users would like to see included in the app? ● What can we learn from the steps users took to find companions?
<h2>Key Performance Indicators (KPIs)</h2>	<ul style="list-style-type: none"> ● Use of navigation versus search: The number of people use the website's navigation as compared to the search functionality ● Conversion rates: Measures the number of friends made ● 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: Between 2nd Jan and 7th 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 finds difficulty in finding friends ● Users with and without social difficulties (eg: social anxiety) ● Participants should be between the ages of 15 to 90. ● Participants should include parents of toddlers and children. ● 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"> ○ 1 user with social anxiety ○ 1 user with visual impairment



Script

- 1 user who is introvert
- 1 user who is extrovert
- 1 user who is ambivert
- Incentives: RM10.00 GrabFood gift card for participating in the study

- **During the unmoderated usability study**

- A list of prompts appears on the device screen*


- **Prompt 1 : From the home screen, select (1) Search**
 - What do you like most and what do you like the least?
- **Prompt 2 : Click OK. Select (2) Activity to proceed.**
 - How do you find the visuals? What are your thoughts on the user flow so far?
- **Prompt 3 : Click OK. Select (3) Location to proceed.**
 - What do you think of the options available? Do you think there is anything to add or change in this screen?
- **Prompt 4 : Click OK. Select (4) Term to proceed.**
 - What do you like most?
 - Do you like the term option? Why?
- **Prompt 5 : Click OK. Select FINISH to complete the flow.**
 - What do you think about the interactive user flow?
 - How easy was it to navigate the flow?
- **Prompt 6 : Click Submit button to generate profiles**
- **Prompt 7 : Select match and close prompt**
 - What do you think about the profiles generated? What option do you think can be added?
- **Prompt 8 : Select “click to meet up” and press OK. Close prompt to return to home screen.**
 - Did you enjoy the process of finding a companion?
 - What are your experiences when navigating from the home screen until the end of the user flow? Why? What can be improved?
 - What do you think of the 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.



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- 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 activity-based options.
 - The app has filters for a large demographic.
 - The app is accessible to differently-abled people.
 - I feel satisfied using the app.