

<b>Introduction</b>	<ul style="list-style-type: none"><li>● <b>Title:</b> Research Plan for Pur Boutique Taco Bar Mobile App</li><li>● <b>Author:</b> Josh H, UX Design Student and Industrial Engineer, <a href="mailto:myemail@mydomain.com">myemail@mydomain.com</a></li><li>● <b>Stakeholders:</b> Pur Boutique Cabanas resort owner and customers</li><li>● <b>Date:</b> 02 Oct 2022</li><li>● <b>Project background:</b> I am developing a new mobile app to provide customers for Pur Boutique’s taco bar with an alternate ordering system to pencil and paper. A mobile app would allow customers to order tacos in advance for pickup/carryout. A touchscreen app for placing sit-down orders tableside would theoretically eliminate the need for paper and pencil and provide greater accessibility options for a wide range of customers. It would also provide additional information explaining what each item on the menu is.</li><li>● <b>Research goals:</b> I want to see if Pur Boutique customers can successfully navigate a digital version of the taco bar menu from the first tap through to the order confirmation page. This is design research. I want to identify whether the app simplifies the ordering process for those with limited vision, use of their hands, or time. One metric will be to compare the amount of time it takes a user to complete the ordering process on the mobile system versus the paper system.</li></ul>
<b>Research questions</b>	<ul style="list-style-type: none"><li>● Is the flow of the ordering process on the mobile app intuitive and easy to follow, regardless of whether the user is comfortable with modern mobile technology?</li><li>● Can users successfully use the “?” (What is this?) buttons to learn more about a particular taco component?</li><li>● Can users successfully select their desired taco components?</li><li>● Is it clear that a user can add multiple components (such as sauces) within each subsection of the customization process?</li><li>● Can users successfully figure out how to de-select a chosen component?</li><li>● Can users successfully navigate the app flow using assistive technology?</li><li>● How long does it take a new user to place a pre-determined order on the app versus using pencil and paper?</li><li>● Can users successfully add multiple tacos to their order on the app?</li><li>● Is the payment and confirmation process flow in the app intuitive and pain point free?</li></ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"><li>● Drop-off rates: How many users complete the ordering process on the app vs. how many give up and use pencil and paper</li><li>● System Usability Scale (SUS) – Users rank how easy or difficult it was to accomplish each task within the ordering process flow</li><li>● Time on Task: Does the mobile app take significantly more or less time to use than the pen and paper system?</li></ul>



<p><b>Methodology</b></p>	<ul style="list-style-type: none"> <li>● Moderated research study – In person meeting</li> <li>● October 2, 2022</li> <li>● Participants will follow a pre-determined list of instructions</li> <li>● Six participants working independently</li> <li>● Participants will be presented with a background on the study. They will then be asked to place two orders. One will be a pre-selected taco order, which they will place both on the mobile app and on paper/pencil. The second will be an order of their choice, also placed on both the mobile app and on paper/pencil. The second order will allow for exploration of the different customization options on the menu.</li> </ul>
<p><b>Participants</b></p>	<ul style="list-style-type: none"> <li>● Participants are taco lovers who have visited Pur Boutique Taco Bar at least once and experienced the paper and pencil ordering system. Two identify as male, two as female, and two as non-binary.</li> <li>● Participants range at least 40 years between oldest and youngest.</li> <li>● At least one participant identifies as having a vision impairment.</li> <li>● Incentive: \$10 gift card to Pur Boutique Taco Bar</li> </ul>
<p><b>Script</b></p>	<ul style="list-style-type: none"> <li>● Prompt 1: Starting on the app’s home screen, select the option for “Login and Order”. Follow the prompts to select an account or login method. Stop when you reach the first menu page that prompts you to select your wrapping options.</li> <li>● Prompt 1 Followup: Was there anything that didn’t work as expected? Were you able to reach the menu successfully? Or did you have to navigate back to start the order as a guest?</li> <li>● Prompt 2: Try to follow the navigation options to place an order for a soft-shelled taco with beef barbacoa, guacamole, rojo sauce, and black beans.</li> <li>● Prompt 2 Followup: Were you able to reach the confirmation screen? Did the taco shown on this screen match the taco you were trying to build?</li> <li>● Prompt 3: After reaching the confirmation screen, press the button to add another taco. This time, create a taco of your choice. Use the “?” buttons to review a detailed description of each customization option?</li> <li>● Prompt 3 Followup: Were you able to read a description of each component?</li> <li>● Prompt 4: Place two taco orders for the same two tacos as above, but use the pencil and paper method instead. Check your desired items on a slip of paper.</li> <li>● Prompt 4 Followup: What aspects of this process were easier with pencil and paper? What aspects were more difficult with pencil and paper?</li> <li>● Prompt 5: Repeat the process of ordering the pre-determined taco on the mobile system. Explore the app’s assistive technology options.</li> <li>● Prompt 5 Followup: Do you think this app would help or hinder a person that has difficulty reading small text or difficulty holding a pencil? Why?</li> </ul>

