

Introduction

- **Title:** Creating FurBowl's customizable dog food delivery app
- **Author:** Cheryl, UX Researcher, cheryl@furbowl.design
- **Stakeholders:** FurBowl's customers, Avril Dempsey-CTO, Brian Perry-VP of Design
- **Date:** 6/14/2023
- **Project background:** The project background for FurBowl's customizable dog food delivery app stems from the increasing demand for personalized pet nutrition and the need for a user-friendly platform that empowers dog owners to conveniently find and order dog food that caters to their pet's unique dietary needs, promoting their overall health and well-being. The aim is to bridge the gap between pet nutrition expertise and user accessibility, ensuring a seamless and satisfying experience for users seeking customized dog food solutions.
- **Research goals:** Figure out if FurBowl's app enables users to easily discover, select, and order customized dog food tailored to their dog's dietary requirements.

Research questions

- What is the average time taken by users to complete the process of customizing and placing an order for dog food through the FurBowl app, and are there any bottlenecks or areas that cause delays or frustrations?
- How satisfied are users with the current user interface and overall usability of the FurBowl app for navigating and selecting customized dog food options?
- What are the key frustrations and pain points experienced by users when trying to find and order customized dog food for their pets through the FurBowl app?
- What specific features or functionalities do users find most useful in the FurBowl app when it comes to finding and ordering dog food that meets their dog's dietary requirements?
- How do users perceive the accuracy and reliability of the dietary information provided by the FurBowl app, and what improvements or additional information do they suggest for ensuring a trustworthy and informative experience?

Key Performance Indicators (KPIs)

- User error rates.
- Conversion rates.
- System usability scale (SUS).



<p>Methodology</p>	<ul style="list-style-type: none"> ● Unmoderated usability study. ● Location: United States and United Kingdom remote (each participant will complete the study in their own home). ● Date: Session will take place on 23rd June (during normal business hours) and 24th June (after hours). ● Length: Each session will last 15 to 20 minutes, based on a list of prompts. Each participant completes a questionnaire on their experience privately. ● Compensation: \$25 Amazon gift card for participating in the study.
<p>Participants</p>	<ul style="list-style-type: none"> ● Participants are all dog owners (2 are retired individuals and 3 have full time jobs). Two have multiple dogs with different dietary needs. One has a dog with allergies. ● Two males, two females, one nonbinary individual, between the ages of 23 and 75. One individual has low vision. One has a permanent disability, making mobility difficult. ● The study is accessible for use with a screen reader and switch device.
<p>Script</p>	<p>Intro:</p> <ul style="list-style-type: none"> ● Before we begin, do I have your consent to take both audio and video recordings of this interview? ● I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong. ● If you have any questions, please don't hesitate to ask. ● This data is being collected to help improve a customizable dog food delivery app. Your answers will help us make the app easier for people to use. <p>Basic questions:</p> <ul style="list-style-type: none"> ● What kind of city or town do you live in? ● How many dogs do you own? ● What kind of dogs are they? ● Do they have any specific dietary needs? ● How do you currently buy dog food? ● Do you have any issues finding dog food that is suited to your dog's dietary needs? ● Can you talk me through a normal day in your life? <p>Great! If you're ready, let's move onto the tasks you'll be working on.</p> <ul style="list-style-type: none"> ● Prompt 1: Based on the specific needs of your own dog, enter the necessary information (such as breed, age, weight, dietary restrictions) into the app and order food based on the recommendations provided in the app. <ul style="list-style-type: none"> ○ Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of customizing and ordering dog food in the app? ● Prompt 2: From the homepage, track the status of your most recent dog food order.



- **Prompt 2 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 3:** Find information about appropriate portion sizes, feeding guidelines, ingredients and reviews for a specific brand of dog food recommended.
 - **Prompt 3 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the homepage, figure out where you would go to edit your address and payment details.
 - **Prompt 4 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 5:** How did you feel about this dog food app overall? What did you like and dislike about it?

