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| Introduction | <ul style="list-style-type: none">● Title: Coffeehouse business● Author: Promise Owa. UX Researcher. Promiseowa123@gmail.com● Stakeholders: Nescafé, Coffeely, Coffee Advocate.● Date: 3rd March 2023● Project background: We are creating an app that will help customers get access to the coffee they want even before getting to the coffee shop so they can basically make the coffee themselves on the app before they actually get to the coffee shop. We are trying to understand if users can actually use this app to personalize their coffee preferences and pay for the coffee before they even step out of their house.● Research goals: To figure out if users can utilize the app and complete core tasks of the app. |
| Research questions | <ul style="list-style-type: none">● How long does it take the user to locate their preferred coffee shop and add preferences?● Does the user get their coffee just as they have personalized it on the app when the coffee gets to them?● How long does it take the user to complete the task?● Do the users have a hard time sending their preferences and completing payment requirements?● Does the user end up waiting again on line at the coffee shop even after personalizing and pre-ordering using the app? |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none">● Time on tasks● System usability scale● Drop-off rates● Conversation rates. |
| Methodology | <ul style="list-style-type: none">● Moderated usability study● Location : Remote● Date: Sessions will hold on the 12th and 13th March● Six participants will be completing tasks with the aid of the moderator● Each session will last 60 minutes and will include a timesheet, discussion guide, a list of tasks.● Data will be analyzed using miro board. |
| Participants | <ul style="list-style-type: none">● Participants are those who drinks coffee on a regular basis● 3 females, 2 males and one non binary individual ages 18-55 |



Script

- **Introduction**
- Before we begin, do I have your consent to record the audio and video of this session?
- I want you to know that this is not to test you rather I just want to understand how the app works.
- There are no wrong or right answers. Don't hesitate to ask me any questions.
- The data I collect from this session is strictly for research purposes.
- **Basic questions**
- Are there a lot of coffee shops in the city or town do you live?
- Do you have a favorite coffee shop you buy from?
- How many times a week do you order for coffee?
- Can you tell me how your morning usually goes? When you're ready we'll begin with our task for this session.
- **Tasks**
- Prompt 1: pick a coffee preference and shop outlet.
- Prompt 1 follow up: How easy or difficult was it to navigate? Is there something you would have added or removed to make it better?
- Prompt 2: confirm order and checkout
- Prompt 2 follow up: How easy or difficult was it to complete this task? What would you change to make it easier?
- Prompt 3: From the homepage, how would you edit your address?
- Prompt 4: How did you feel about the coffee ordering app overall? Do you like or dislike it?
- Prompt 5: what feature would you add and which one would you remove?

Thank you very much for participating in this research. You have really been of great help to making the app better.

