

<b>Introduction</b>	<ul style="list-style-type: none"><li>● <b>Title:</b> Usability study of Design a way to help communities ensure all residents have access to education design.</li><li>● <b>Author:</b> Vera Simeth</li><li>● <b>Stakeholders:</b> Education org</li><li>● <b>Date:</b> 9/3/2021</li><li>● <b>Project background:</b> I want to test usability and desirability of education app. I am creating a new app to help those interested in education to find a suitable educational program and subsequently enable its completion online in their free time. With this tool you contribute to the possibility of personality development. We need to find out if the main user experience is searching, scheduling and easy for users to complete. We would also like to understand the specific problems that users may face in self-education processes.</li><li>● <b>Research goals:</b> Determine if users can complete core tasks within the prototype of the education app. Determine if the education app is difficult to use.</li></ul>
<b>Research questions</b>	<ul style="list-style-type: none"><li>● How long does it take a user to find and book education courses in the app?</li><li>● What can we learn from the user flow, or the steps that users take, to reserve a interested course?</li><li>● Are there parts of the user flow where users get stuck?</li><li>● Are there more features that users would like to see included in the app?</li><li>● Do users think the app is easy or difficult to use?</li></ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"><li>● Time on task.</li><li>● Conversion rate.</li><li>● System Usability Scale.</li></ul>
<b>Methodology</b>	<ul style="list-style-type: none"><li>● Unmoderated usability study</li><li>● <b>Location:</b> Czech Republic, remote (each participant will complete the study in their own home)</li><li>● <b>Date:</b> Sessions will take place on March 20 (normal business hours) and March 25 (after hours)</li><li>● <b>Length:</b> Each session will last 5 to 10 minutes, based on a list of prompts</li><li>● <b>Compensation:</b> 25 % Discount for 1 education programm</li></ul>



Participants	<ul style="list-style-type: none"><li>● Participants are students completing secondary education and employs intending to change careers, they are not planning to study at university</li><li>● Two males, three females between the ages of 20 and 50.</li><li>● The study is accessible for use with a screen reader and a switch device.</li></ul>
Script	<p><b>During the unmoderated usability study</b> A list of prompts appears on the device screen</p> <p><b>During the unmoderated usability study</b> A list of prompts appears on the device screen</p> <ul style="list-style-type: none"><li>● <b>Prompt 1: Pick a right training program for you.</b><ul style="list-style-type: none"><li>○ <b>Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a course?</b></li></ul></li><li>● <b>Prompt 2: Select a course.</b></li><li>● <b>Prompt 3: Confirm booking of a training program and complete the registration process.</b><ul style="list-style-type: none"><li>○ <b>Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?</b></li></ul></li><li>● <b>Prompt 4: How did you feel about this app overall? What did you like and dislike about it?</b></li></ul> <p><b>After the unmoderated usability study</b> Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"><li>● Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”<ul style="list-style-type: none"><li>○ I think that I would use this app frequently.</li><li>○ I find the app unnecessarily complex.</li><li>○ I think the app is easy to use.</li><li>○ I need the support of a technical person to be able to use this app.</li><li>○ I find the app easy to navigate.</li><li>○ There is inconsistency within the app.</li><li>○ I imagine that most people would learn to use this app quickly.</li><li>○ I feel confident using the app.</li><li>○ I need to learn a lot of things before I can start using this app.</li><li>○ The main user flow is clear.</li></ul></li></ul>
Schedule	<ul style="list-style-type: none"><li>● Recruitment starts: March 1</li><li>● Study dates: March 12-13</li><li>● Results available: April 1</li></ul>

