

# UX Research Study — Voluntary service App

<b>Introduction</b>	<ul style="list-style-type: none"><li>● Title: Voluntary service app for children</li><li>● Author: Neda Mokarami, UX/UI Designer mokarami.neda@gmail.com</li><li>● Stakeholders: “Mehr Afarin” Charity</li><li>● Date: 01/22/2023</li><li>● Project background: We are creating a new volunteer app to help people to find a fit opportunity based on their location, ability, and schedule. We need to find out if the main user experience – finding and applying – is easy for users to complete.</li><li>● Research goals: We’d like to figure out what specific difficulties and challenges users encounter when they try to find the fit opportunities and complete the apply process: finding available event and position, using features for filtering search, and scheduling a fit position.</li></ul>
<b>Primary research questions</b>	<ul style="list-style-type: none"><li>● How long does it take for a user to find and apply an opportunity?</li><li>● What can we learn from the user flow - or steps users take- to filter features to find and apply a fit opportunity?</li><li>● Are there any parts of user flow where users get stuck?</li><li>● Are there more features that user would like to experience in the app?</li><li>● Do users think the app is easy or difficult to use?</li></ul>
<b>KPIs</b>	<ul style="list-style-type: none"><li>● Time on task</li><li>● Conversion rates</li><li>● System Usability Scale</li></ul>
<b>Methodology</b>	<ul style="list-style-type: none"><li>● Unmoderated usability study</li><li>● Location: Berlin, remote (participants will go through the usability study in their own homes)</li><li>● Date: Sessions will take place between January 23-26</li><li>● 5 participants will use the app to find a fit opportunity based on their desires.</li><li>● Each session will last for 20-40 minutes including the test and interview questions</li></ul>

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Participants	<ul style="list-style-type: none"><li>● Participants are anyone interested to involved voluntary services for children.</li><li>● Two males, three females, aged 18 to 55 years old.</li></ul>
Script	<ul style="list-style-type: none"><li>● Prompt 1: select a specific position, book your desired time, and apply for that.<ul style="list-style-type: none"><li>○ Prompt 1 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process?</li></ul></li><li>● Prompt 2: From the filter page select your desired features for your applying process.<ul style="list-style-type: none"><li>○ Prompt 2 Follow-Up: How easy or difficult was the filter selection process? Is there anything you would change?</li></ul></li><li>● Prompt 3: From your profile page, edit your offer services.<ul style="list-style-type: none"><li>○ Prompt 3 Follow-Up: How easy or difficult was it to change items? Is there anything you would change?</li></ul></li><li>● Prompt 4: How did you feel about the app overall? What did you like and dislike about it?</li><li>● Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree:<ul style="list-style-type: none"><li>○ I think that I would use this app frequently.</li><li>○ I found the app unnecessarily complex.</li><li>○ I thought the app was easy to use.</li><li>○ I think that I would need the support of a technical person to be able to use this app.</li><li>○ I found the various functions in this app were well integrated.</li><li>○ I thought there was too much inconsistency in this app.</li><li>○ I would imagine that most people would learn to use this app very quickly.</li><li>○ I found the app very cumbersome to use.</li><li>○ I felt very confident using the app.</li><li>○ I needed to learn a lot of things before I could get going with this app</li></ul></li></ul>