UX Research Study — Away With Geese Placement Study

|  |  |
| --- | --- |
| **Introduction** | * **Title:** Usability study of Away With Geese Placement Study * **Author:** My Doan, UX Design Intern at Era Design * **Stakeholders**: Jody Wells * **Date**:6/18/2023 * **Project background**: The team wants to know how to encourage users to fill out placement studies and how to keep them engaged while waiting for the result. We know that placement studies are helpful in guiding the customers to choose the right product but we do not know how to encourage them to fill it out. * **Research goals**: Determine what encourages users to fill out placement studies. Identify how to apply them to the website. |
| **Research**  **questions** | * What can we learn from the user flow, or the steps user take, to create a placement study that meet users’ needs * Are there any design changes we can make to improve the user experience with this feature? * Are there reasons why people don’t fill out placement studies? * How to keep users engaged after filling out the forms? |
| **Key Performance Indicators**  **(KPIs)** | * User Error rates * Drop-off rates * Time on task * Conversion rates |
| **Methodology** | * Un-moderated Usability study * Location: United States, remote (each participant will complete the study in their own home * Date: Session will take place during the week of June 18-24 * Length: Each session will last 30 minutes * Compensation: No |
| **Participants** | * AWG customers * 35-60 years old * One is a business owner |
| **Script** | **Introduction**  Thank you for participating in our study today. We will be talking about your experience with goose control services, to better understand your needs and preferences  **Tasks**   1. Tell me a little bit about you. What does a typical day look like? What are some of your favourite activities or hobbies? (The first question serves as an icebreaker to establish rapport and gather general information about the participant) 2. 2. Can you share your experience with dealing with geese-related issues on your property? (Learn about participants' personal experiences and insights related to geese-related issues)   3. What are the main challenges or frustrations you face when it comes to geese control? (Identify the specific pain points and difficulties participants encounter in managing geese-related issues)  4. Have you tried any geese control methods or products in the past? If yes, how satisfied were you with the results? (Explores the participants' past experiences with geese control methods and gathers insights into what has worked or not worked for them)  5. Are there any specific timeframes or seasons when geese control is more challenging or important for you? (the seasonal or time-related factors that impact geese control efforts, helping identify specific challenges or considerations during certain periods)  6. How do you typically search for or find solutions for geese control? (explores participants' information-seeking behaviour and preferred channels for finding geese control solutions, providing insights into their decision-making process)  7. What factors are most important to you when considering a geese control solution? (e.g., effectiveness, ease of use, environmental friendliness) (identify the key criteria participants consider when evaluating geese control solutions, helping prioritize important features or attributes)  8. Are there any specific concerns or requirements you have regarding the effectiveness or safety of a goose control solution? (allows participants to express any specific concerns, preferences, or requirements they may have)  9. What improvements or enhancements would you like to see in goose control services in general?  (encourages participants to share their suggestions and ideas for improving goose control services)  10. Is there anything else you would like to share about your experiences, challenges, or needs related to geese control? (This open-ended question gives participants the opportunity to provide any additional information, insights, or concerns that have not been covered in previous questions.) |