UX Research Study — Plan Template

Introduction	**Title:** Creating an inventory management app for small scale businesses **Author:** Kevin Jose, Student **Stakeholders**: Small scale business owners **Date**: 02/23/2022 **Project background**: We noticed that almost all of the inventory management for a small scale business is managed by traditional pen and paper. This is time taking and prone to errors. We want to create an app which is very easy to use, functional and accurate so that small scale business owners don't have to worry about inventory management anymore. **Research goals**: We would like to figure out what specific difficulties are faced by small scale business owners while managing stocks etc. Also why they haven't moved yet to electronic alternatives.
Research questions	- How long does the user take to manage a purchase order? - How long does the user take to manage a selling order? - Have you tried any electronic alternative solutions? - How do you keep track of fluctuating market prices? - Do you think the current way of managing inventory helps you in any way? - Do you think the current way of managing inventory affects your business in any way?
Key Performance Indicators (KPIs)	- Time on task: How much time users take to manage a purchase/selling order? - User error rates: How often users make errors in completing tasks and where? - Conversion rates: What percentage of users completed the action successfully? - System usability Scale
Methodology	- Unmoderated usability study - Location: Kurupath Hall, Varapuzha, Ernakulam - Date: 27 February 2022, 10am to 12am and 3pm to 5pm 5 small scale business owners of varying products will use the app to create a purchase and a sell order. Each participant will then complete a questionnaire on their experience.
Participants	- Participants are anyone who manages the inventory in any small scale business. - Participants should be between 18 and 65. - Participants should be from various industries. - Participants should include fairly even distribution of genders across the

	spectrum and people with different abilities including
	    ○ Atleast 1 user with assistive technology
	    ○ Atleast 1 user who isnt fluent in English
	
	● .Incentive: Free lunch for all those who participate

Script	● Prompt1: Enter your username and password(for now admin/ 123456) and login to homescreen
	    ○ How easy or difficult was it to login? Any other login methods need to be introduced?
	
	● Prompt2: Enter the "Purchase" section and add items to your purchase.
	    ○ How easy or difficult was it to complete the task? Was it confusing to find the purchase section?
	● Prompt3: When order is ready, press submit to proceed and in the checkout window, press the "tick" to add the purchase order
	    ○ How easy or difficult was it to complete the task? How easy or difficult was it to add the new items and proceed to checkout?
	    ○ Was the information cluttered?
	● Prompt4: Enter the "Sale" section and add items to your sale.
	    ○ How easy or difficult was it to complete the task? Was it confusing to find the sale section?
	● Prompt5: When order is ready, press submit to proceed and in the checkout window, press the "tick" to add the sale order
	    ○ How easy or difficult was it to complete the task? How easy or difficult was it to add the new items and proceed to checkout?
	    ○ Was the information cluttered?
	
	● Have the participant complete the System Usability Scale. Participants are asked to score the following 8 items with one of five responses that range from Strongly agree to Strongly disagree.
	    ○ I will switch over to this app soon
	    ○ Its easier to make a purchase order with this app than my current method
	    ○ Its easier to make a sale order with this app than my current method
	    ○ Its easier to track price fluctuations in the app than my current method.
	    ○ Information was cluttered in the app
	    ○ I found the app extremely confusing to use.
	    ○ I felt very happy using the app.
	    ○ I dont have to worry about getting stuck while doing some task in this app.