

# UX Research Study — Restaurant Inventory App

Google UX Design Certificate

Introduction	<ul style="list-style-type: none"><li>● <b>Title:</b> Restaurant Inventory App</li><li>● <b>Author:</b> Annie, Google UX Design Certificate Student</li><li>● <b>Stakeholders:</b> N/A</li><li>● <b>Date:</b> December 29, 2021</li><li>● <b>Project background:</b> To learn more about the app's usability and end-users</li><li>● <b>Research goals:</b> To see how participants will interact with the app and whether or not they like using it. (Design Research Goal)</li></ul>
Research questions	<ul style="list-style-type: none"><li>● Is the app easy to use?</li><li>● Is the app helpful for managing inventory?</li><li>● What kind of methods do people use to manage their inventory currently?</li><li>● What frustrates people the most about their current method?</li><li>● How often do people do their inventory?</li><li>● What kind of analytics would people like to see included?</li></ul>
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"><li>● Time on task = How much time did you save by using the app to manage your inventory compared to your old method?</li><li>● SUS = App enjoyment and ease of use</li></ul>
Methodology	<ul style="list-style-type: none"><li>● Qualitative interviews with participants and analyze data by comparing answers given by participants</li><li>● Location: At the participant's businesses</li><li>● Date: Sessions will take place on January 3rd and 4th</li><li>● Five participants, each completing the study on their own</li><li>● Each session will be 30 minutes and will include an introduction, interview, and a SUS questionnaire</li></ul>
Participants	<ul style="list-style-type: none"><li>● Small to medium-sized business owners of restaurants and cafes</li><li>● Choosing them because large scale restaurants already have a system in place (usually are expensive)</li><li>● 2 or 3 males and 2 or 3 females, ages 20-65</li><li>● At least 1-2 participants are ESL</li><li>● Incentive: \$15 Tim Hortons Gift Card</li></ul>



## Script

### Intro

- Before we begin, do I have your consent to take both audio and video recordings of this interview?
- I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.
- If you have any questions, please don't hesitate to ask.
- This data is being collected to help improve the restaurant inventory app. Your answers will help us make the app easier for people to use.

### Questions

- What is your name and age?
- How long have you had your business for?
- How did you manage your inventory before? Can you please demonstrate?
- How is your experience using the app so far?
- Do you find the design usable and easy to understand?
- How much time do you save using the app compared to the old method you used to manage your inventory?
- Are the smart analytics features helpful or not?

Great! If you're ready, let's move on to the tasks you'll be working on.

- Prompt 1: Create a new inventory list
- Prompt 2: Add a new item to the list and scan the barcode
- Prompt 3: Count and manually enter the quantity
- Prompt 3 follow-up: How easy was it to add the item's quantity
- Prompt 4: Finish managing the inventory
- Prompt 5: Export a shopping list
- Prompt 6: How did you feel overall? Is there anything you would like to add?

### After the interview

Participants will complete the System Usability Scale

- Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
  - I think that I would use this app frequently.
  - I find this app useful and intuitive.
  - I find the Smart Analytics useful.
  - The app saves me time.
  - The app is better than the current inventory management system I am using.
  - The shopping lists are useful.
  - Exporting and sharing the inventory data is easy and useful.
  - Exporting and sharing the shopping list is easy and useful.
  - I would get my employees to use this app.
  - This app makes my business more productive.

