Usability Study Methodology

Two main research methodologies are applied to this program. Both will be qualitative methods for the sole reason that the research question and issue does not require numerical data. The function of appointment scheduling could be quantifiable; however, it would not serve the purpose for the research that this project is interested in. The main methodology will be interviewing. Interviews and follow-up interviews are planned to mainly be with the business owner, Sinal. This method was chosen because it is the best way to extract the needs of the business owner from their viewpoint. Initial interviews will help to reiterate what the business goal is, which will be touched on repeatedly during deployment. Interview follow-ups will be crucial as the web application gets close to deployment date because the project keep its core focus on serving the business owner's needs with/and their customers. Working closely with the customers, who make up the majority of the target user audience, surveys will be sent out for follow-up after using the web application. Surveys will be sent to current and prospective customers in order to extract their user experience with the booking process.

Essentially, interviews will serve the purpose of iterating back on the project goals with Sinal and only Sinal. As for surveys, this methodology will be practiced only on customers with their experience and insight in mind. Interviews will consist of approximately five or more questions. Surveys will likely consist of four or more questions in order to keep the research process less cumbersome, but it will be focused on asking straightforward user experience questions.

Another essential usability test methodology will include having a target user walk through a list of tasks in real time. A list of tasks will be set out for the participant, and they will be moderated as they complete the tasks. Despite actively moderating, the moderator will not

interfere with the task completion process. The session will be recorded and incentivized in the same manner interviews are held.

Needs Finding

The type of data collection methods to use for needs finding will involve qualitative measures. The first interview with the client highlights their wishes for how the project will turn out.

Interview Script

1. What's your objective with your nail business?

2. Who do you intend to ideally serve?

3. Who do you expect your target audience to be from and what would their background be like?

4. Why would this group of people be your target audience?

5. What kind of issues do you think people would have when currently trying to contact you to have their manicure?

6. Is there a way you'd want your clients to contact you? Would you prefer phone calls or having a formal appointment booking system?

7. If you could have a booking system, are there any features that you'd like on there to help you as a business owner?

8. If you had a website that could help organize your business and appointments, what kind of additional features would you like on there for your clients? For yourself?

9. Have you had experience with booking appointments with other services?

10. What did you like about booking an appointment on that/those site(s)?

Surveys will be sent out to a few target users after they have gone through the process of booking an appointment. Once their survey is complete, the individual will receive an incentive for their participation.

Pre-Designed Survey Questions

1. How simple was it to book your appointment?

2. Did you feel as though you got all the information you needed to book an appointment with Sinal?

3. Did Sinal's availability slots align with your availability?

4. What improvement do you think the form could use?

5. Do you have any more ideas, thoughts, or concerns about the scheduling process?

Research Data Collection Instruments

The core instrument being used for usability testing will involve surveys and walk-throughs where a target user performs a set of tasks in front of the moderator. For surveys, these will consist of four to five questions that will try to assess the experience of booking an appointment through the web application. These surveys will be sent immediately after the target user sends a request through the appointment system. The reason why the survey will be less than ten questions is to ensure that the survey will be completed and that it will focus on asking questions directly about the research goal. Another reason why surveys will be justifiably short is because there will be more than one survey being sent out and created over the agile process of this project. Survey responses will be recorded after completed.

An interview with Sinal kicked off the project for the purpose of needs-finding. Without understanding the scope of the project, the project will end up consisting of useless functions and serve non-stakeholders. Follow-up interviews will be conducted after each phase to ensure that Nal's Nails also satisfies the owner's needs in order to increase their productivity. The interview typically consists of about five or more questions and are generally held in person. However, for follow-ups, there will be leeway for virtual sessions. Generally, interviews are audio recorded. Otherwise, in special cases, messages in different formats will still be recorded.

As for user testing prior to deployment, a target user will be asked to complete a task list while moderated. This session will be in person so that mouse tracking and comments will be recorded in real time. The data for this method will be collected through a screen recording and then transcribed.

Interview Script

Script: Setup

Because this is the first interview, there will be more interviews to come in order to iterate through the research and development process. This interview will be held in-person in a quiet and non-disruptive room of the interviewee's house. The questions and incentives will be on a table that sits between the interviewee and the interviewer. This interview will be recorded as an audio tape for reference. Items include the tablet with questions, a phone for audio recording, and incentives for the interviewee.

Script: Intro & Participant Background

Good afternoon, my name is Lisa and I thank you for making the time to meet with me today to talk about my capstone project with me. First, I need your permission to record this interview.

(If it is not ok to record) – That is perfectly fine. I really would like for

you to be comfortable with this process. Please be aware that this might extend the interview a little.

(If it is ok to record) – Thank you for your permission to record this interview. This will help me in case I miss anything during this process.

Now that we have that out of the way, please give me some words about your background and how you will be connected to this project, as well as how you see your influence affecting the final outcome of this project.

Now that we have some background, do you mind if we start with the interview questions?

Script: Main Interview Questions

1. What's your objective with your nail business?

2. Who do you intend to ideally serve?

3. Who do you expect your target audience to be from and what would their background be like?

4. Why would this group of people be your target audience?

5. What kind of issues do you think people would have when currently trying to contact you to have their manicure?

6. Is there a way you'd want your clients to contact you? Would you prefer phone calls or having a formal appointment booking system?

7. If you could have a booking system, are there any features that you'd like on there to help you as a business owner?

8. If you had a website that could help organize your business and appointments, what kind of additional features would you like on there for your clients? For yourself?

9. Have you had experience with booking appointments with other services?

10. What did you like about booking an appointment on that/those site(s)?

Script: In Closing

Thank you for participating with me in this interview! I have a couple more questions for you.

Would working with me on this project seem manageable to you? Is there anything else that you'd like to share in this interview? Do you have any questions or concerns about the project?

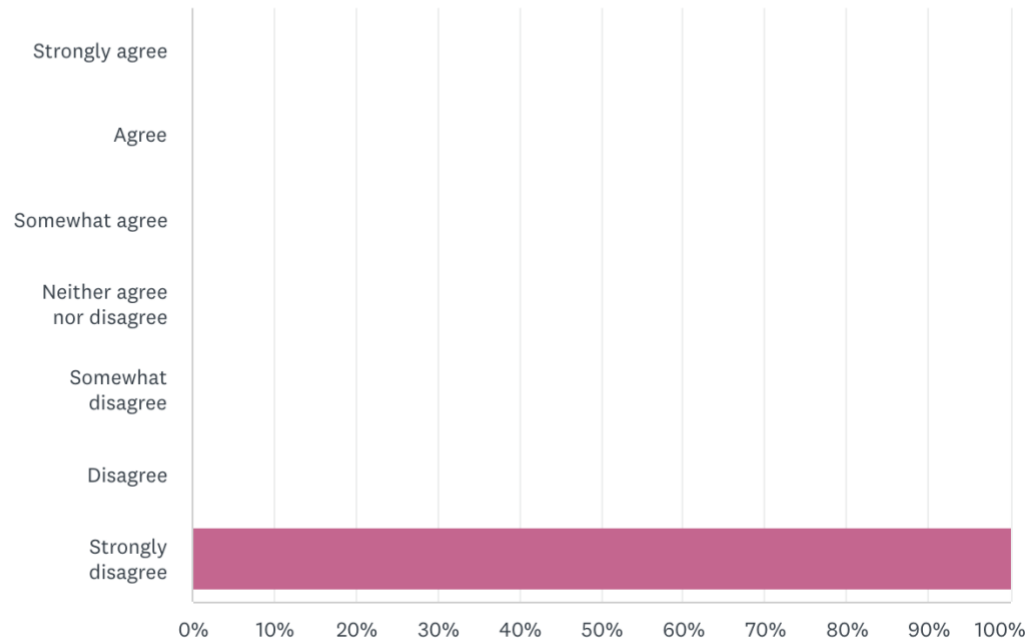Thank you for being here! I appreciate your time.

Online Surveys

All survey questions are given a scaled of choices ranging from *Strongly Agree* to *Strongly Disagree*.

1. I found this system unnecessarily complex.
2. I thought the system was easy to use.
3. I think that I would need the support of a technical person to use this system.
4. I found that the various functions of this system were well integrated.
5. I thought there was too much inconsistencies in this system.
6. I would imagine that most people would learn to use this system quickly.
7. I felt very confident using this system.
8. How satisfied were you with the booking process?
9. How likely are you to recommend the website to a friend or colleague?
10. Would you consider booking another appointment on the website in the future?
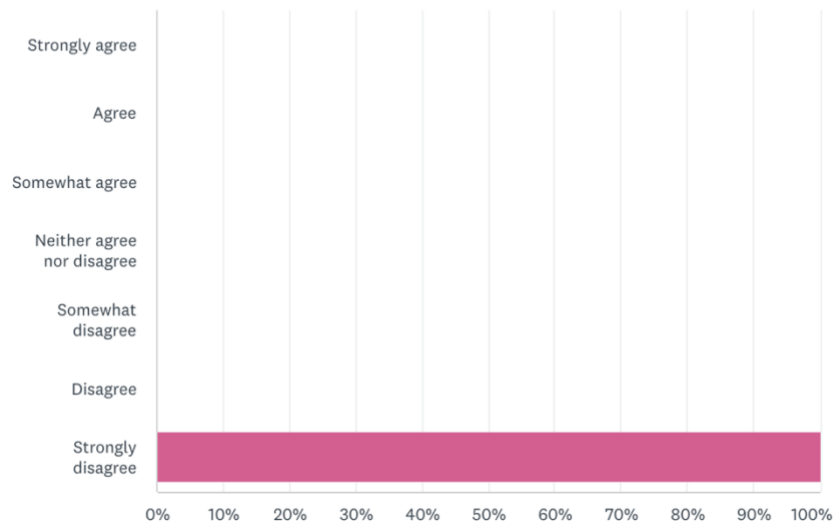
# I found this system unnecessarily complex.

Answered: 4   Skipped: 0

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Strongly agree											
Agree											
Somewhat agree											
Neither agree nor disagree											
Somewhat disagree											
Disagree											
Strongly disagree											100%

I think that I would need the support of a technical person to use this system.

Answered: 4   Skipped: 0

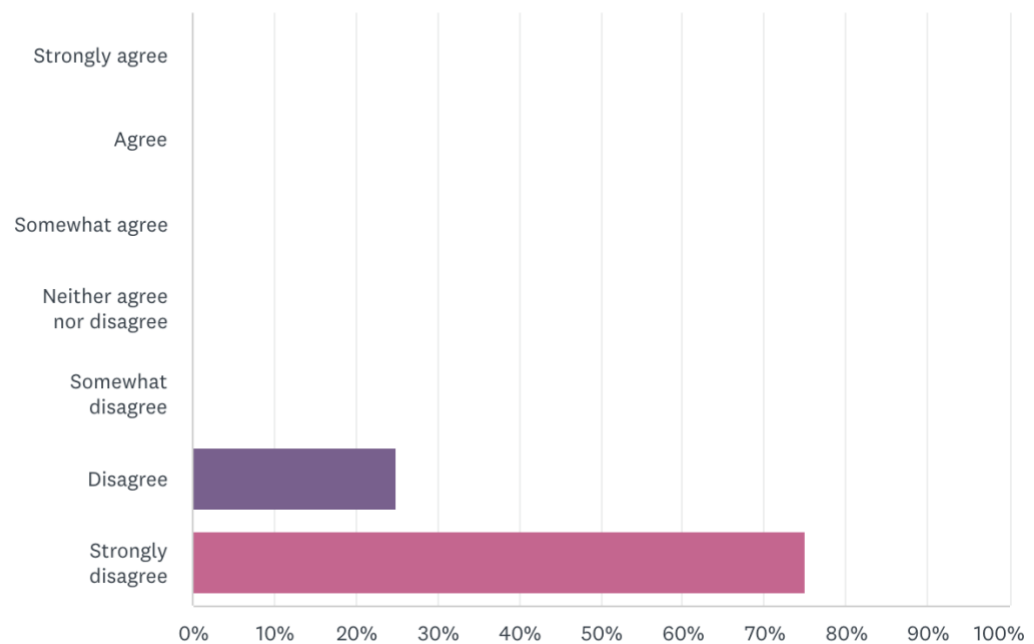|	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Strongly agree											
Agree											
Somewhat agree											
Neither agree nor disagree											
Somewhat disagree											
Disagree											
Strongly disagree											100%

I found that the various functions of this system were well integrated.
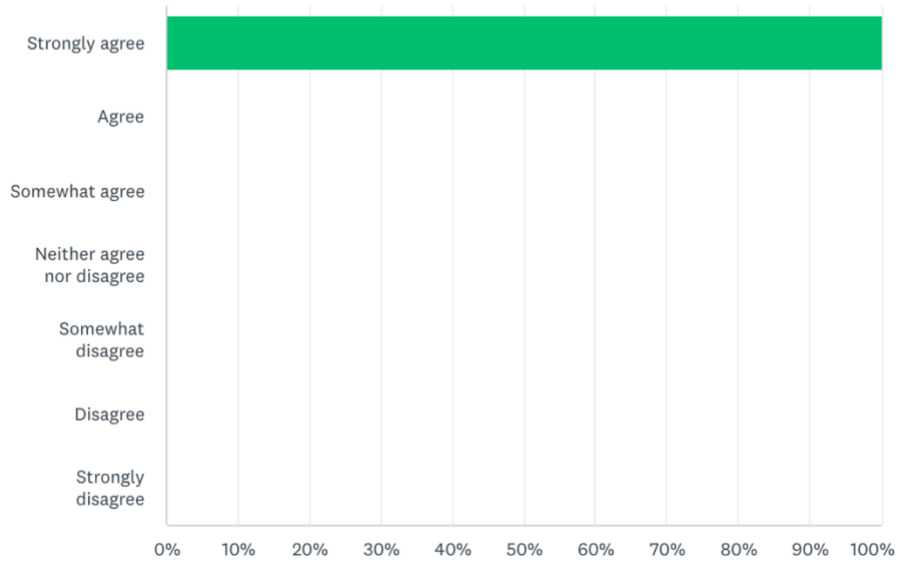
Answered: 3   Skipped: 1
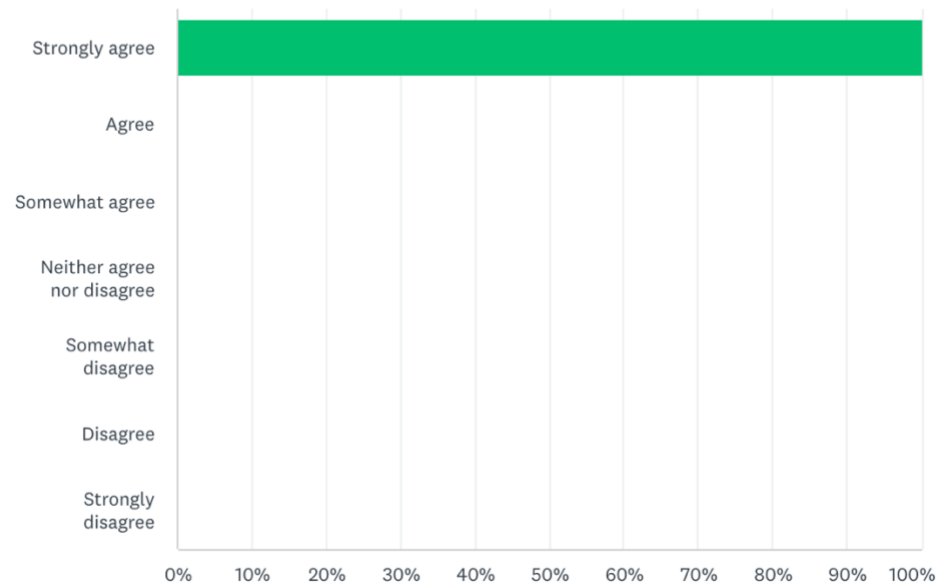
I thought there was too inconsistencies in this system.
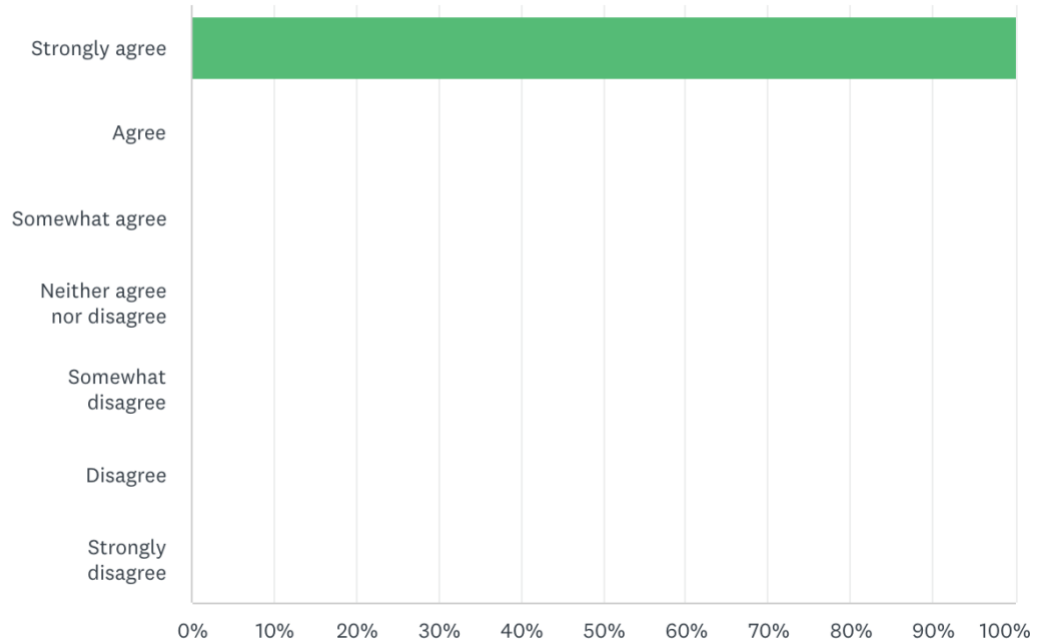
Answered: 4   Skipped: 0

I would imagine that most people would learn to use this system quickly.

Answered: 4   Skipped: 0

Strongly agree	
Agree	
Somewhat agree	
Neither agree nor disagree	
Somewhat disagree	
Disagree	
Strongly disagree	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

I felt very confident using this system.

Answered: 4   Skipped: 0

Strongly agree	
Agree	
Somewhat agree	
Neither agree nor disagree	
Somewhat disagree	
Disagree	
Strongly disagree	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

How satisfied were you with the booking process?

Answered: 4   Skipped: 0

Strongly agree	
Agree	
Somewhat agree	
Neither agree nor disagree	
Somewhat disagree	
Disagree	
Strongly disagree	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
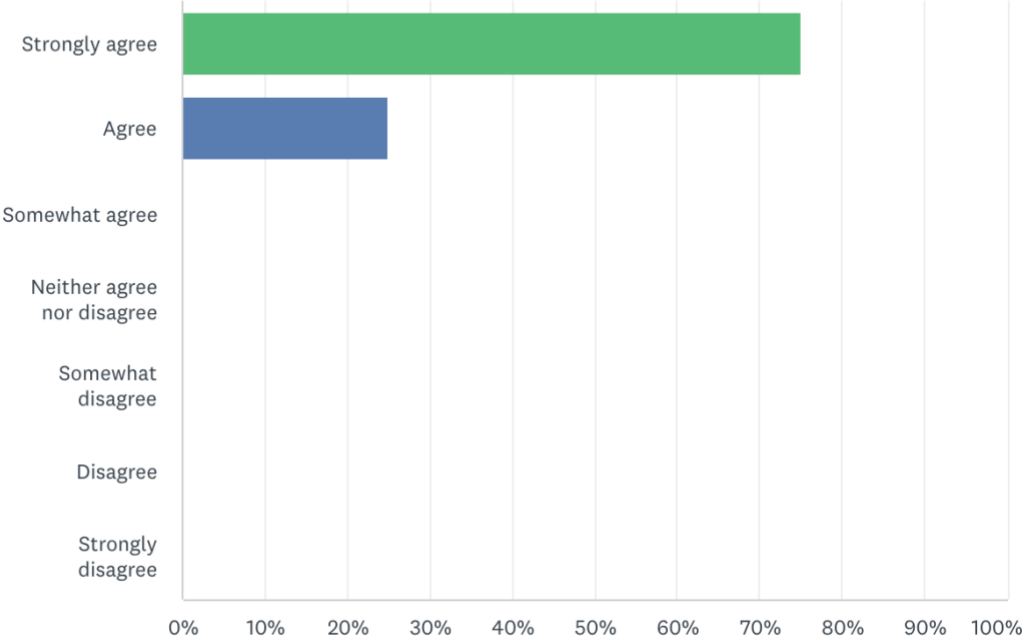
How likely are you to recommend the website to a friend or colleague?

Answered: 4   Skipped: 0

Strongly agree	
Agree	
Somewhat agree	
Neither agree nor disagree	
Somewhat disagree	
Disagree	
Strongly disagree	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
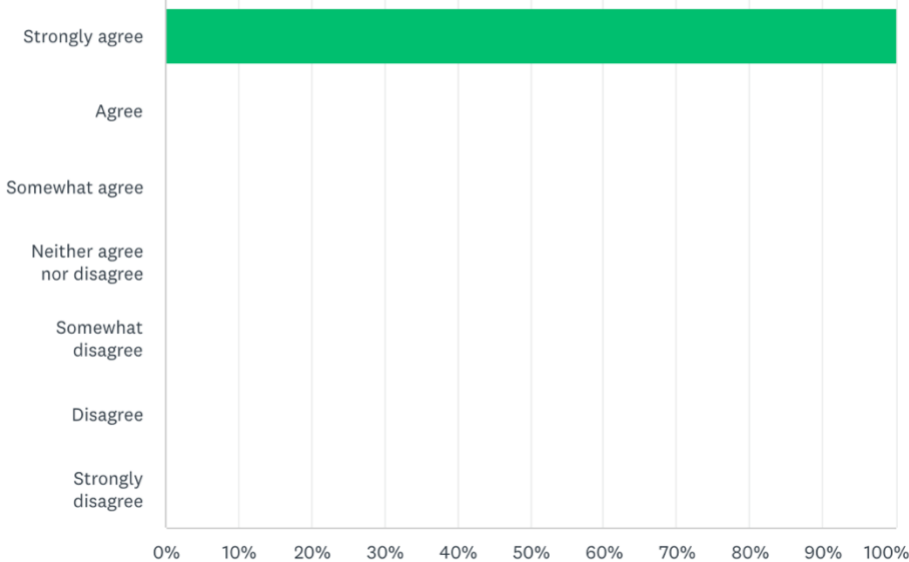
Would you consider booking another appointment on the website in the future?

Answered: 4   Skipped: 0

Strongly agree ███████████████████████ 100%

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree
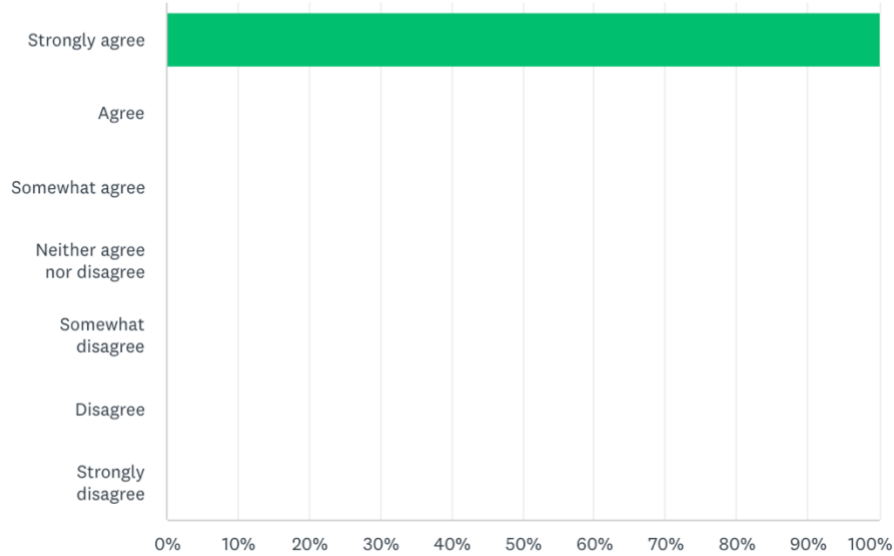
I thought the system was easy to use.

Answered: 4   Skipped: 0

Strongly agree ███████████████████████ 100%

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |

- Strongly agree
- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree
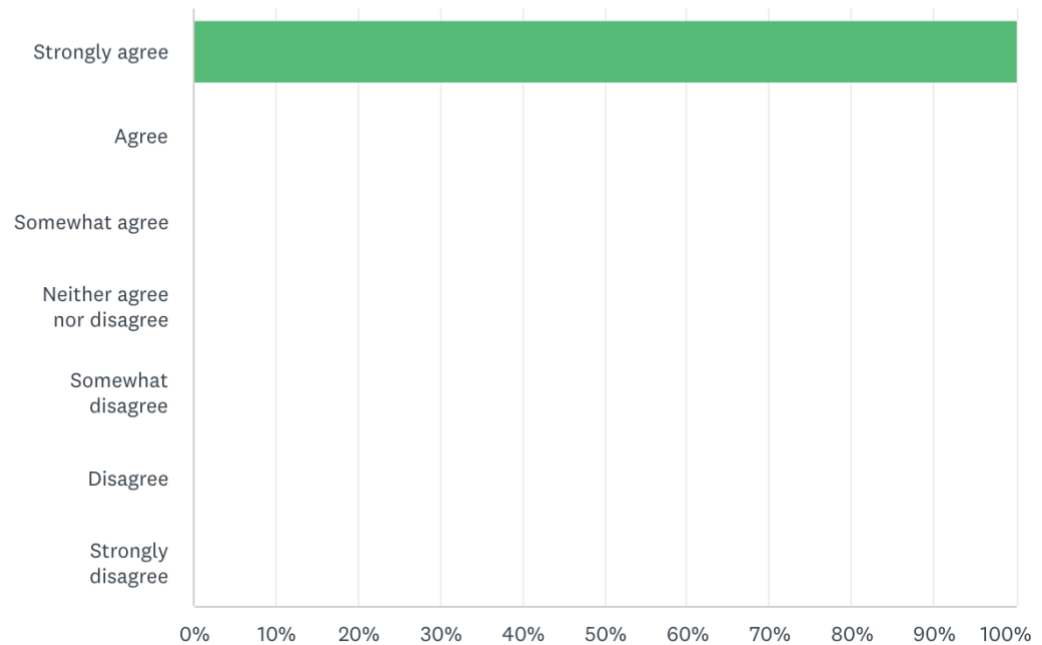
Based on these findings, it seems as though the site is fairly easy to navigate through for users. It seems as though the forms and form functions were clear and understandable to the

users. Upon asking questions about the comfortability of browsing, users said that they felt fairly comfortable doing so. They reported that pages were easy to use and look through. I think that I will improve on providing a confirmation page upon form submissions in the future for added certainty. I think that users would also love to be able to a bigger carousel for browsing through photos just so that it is easier to critique the salon.