

UX Research Study

Introduction:

- **Title:** Research Study
- **Author:**
 - Walshy, UX Researcher
 - Jeffy, Product Manager
 - Chi Zhang, UX Researcher
- **Date:** 06/15/2022
- **Project Background:** We want to test the usability and desirability of the server search and server setting up features in the website. We think these features and functionalities will provide help when Minecraft players seek to find a server to play with, and help them set up their servers to form a community during gameplay. We haven't validated with potential users.
- **Research goals:** We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks: sign up, check servers, setting up and review their server.

Research Questions:

1. How long does it take for a user to sign up and set up servers?
2. What can we learn from the steps users took during those steps?
3. Are there any parts of the process where users are getting stuck?
4. Are users able to find and create servers?
5. Other than help users find and create servers, what can this website do to help companies improve their services?
6. How to make sure the security features can be used to benefit users?
7. What's the strengths and weaknesses of our current product compared to the existing solutions?

Key Performance Indicators (KPIs):

- Time on task: How much time users spend complete task to receive help
- Conversion rates: How many people create accounts to use this website
- System Usability Scale: A questionnaire to evaluate customer feedback

Methodology:

- Unmoderated Usability Study
- Location: Remote (participants will go through the usability study in their own homes)
- Date: Sessions will take place between June 16-23, 2022
- 6 Participants will use the website to complete all tasks
- Each session will last for 10-20 minutes including the test and interview questions

Participants:

- Participants are users between 13 to 40 who had experience playing games across multiple platforms
- Members of the testing group plays Minecraft in daily bases
- 3 Males, 3 Females

Script:

- **Prompt 1:** Use the filter on the main home screen to pick and check servers
 - Prompt 1 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process?
- **Prompt 2:** Sign up
 - Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process? Thoughts over security features?
- **Prompt 3:** From your dashboard, create and edit your server
 - Prompt 3 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process?
- **Prompt 4:** Check account, billing and FAQ page
 - Prompt 4 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process?
- **Prompt 5:** Is there anything anywhere you got stuck or frustrated during the entire process? Is there anything you would like to change?
- Have the participants 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:
 - I think that I would use this website frequently.
 - I found the website unnecessarily complex.
 - I thought the website was easy to use.
 - I think that I would need the support of a technical person to be able to use this website.
 - I found the various functions in this website were well integrated.
 - I thought there was too much inconsistency in this website.
 - I would imagine that most people would learn to use this website very quickly.
 - I found the app very cumbersome to use.
 - I felt very confident using this website.
 - I needed to learn a lot of things before I could get going with this website.