UX Research Study — Rider App

Introduction	**Title:** Rider app research study **Author:** Chi Zhang, UX Researcher **Date**: 04/08/2022 **Project background**: I want to test the usability and desirability of the check in trip extended features in the product. I think these features and functionalities will provide help in dangerous situations for riders/normal users, and help them avoid incidents during the trip. I haven't validated with potential users. **Research goals**: I'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Rider app: check in rider information, voice recording during the trip, report and check incidents.
Research questions	- How long does it take for a user to check in for the trip and ask for help if they need it? - What can we learn from the steps users took in an incident? (Voice record, report incident, check incidents) - Are there any parts of the process where users are getting stuck? - Are users able to avoid incidents with the feature of incidents in the app? - Other than help users in a dangerous situation, what can this app do to help companies improve their services? - How to make sure the personal data/location information can be used correctly to benefit users?
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 the app - System Usability Scale: a questionnaire to evaluate customer feedback
Methodology	- Unmoderated usability study - Location: America, remote (participants will go through the usability study in their own homes) - Date: Sessions will take place between April 6-9 5 participants will use the app to complete all tasks - Each session will last for 10-20 minutes including the test and interview questions

Participants	- Participants are anyone concerned about their safety in public transportations - Members of the testing group have the need to travel to places with the help of public transportation often - Two males, two females, and one nonbinary indicidual, aged 15 to 65 years old
Script	- Prompt 1: Change your settings and check in your trip - Prompt 1 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process? - Prompt 2: Finish voice recording and save it to my folder - Prompt 3: After voice recording, report the incident - Prompt 2&3 Follow-Up: How easy or difficult was the save and report voice recording feature? Is there anything you would change? - Prompt 4: Check incidents around you - Have the participant 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 app frequently. - I found the app unnecessarily complex. - I thought the app was easy to use. - I think that I would need the support of a technical person to be able to use this app. - I found the various functions in this app were well integrated. - I thought there was too much inconsistency in this app. - I would imagine that most people would learn to use this app very quickly. - I found the app very cumbersome to use. - I felt very confident using the app. - I needed to learn a lot of things before I could get going with this app.