

Introduction

- **Title:** Creating a Brew Pub ordering app
- **Author:** Rob Kamin, UX researcher, kaminrobert@gmail.com
- **Stakeholders:** Brew Pub customers, James M- CEO
- **Date:** 12/4/2021
- **Project background:** We are creating the Brew Pub app to assist people in the ordering and pick-up of brewery products, so that they can easily make pickups without entering the store to make transactions. This will allow patrons the ability to wait in their vehicle while picking up their order.
- **Research goals:** Determine if the app will allow for a better flow of customer traffic in the brewery and alleviate lines near dining spaces. The results of the research will determine if the app meets a perceived need and that when utilized, it solves the in store congestion problems caused by a higher volume of pickup order transactions.

Research questions

- How long does a single transaction take on average without the app? How long does a single transaction take with the app? What can we learn from the steps that users take when ordering in the store and using the app?
- When using the app, are customers able to navigate the site efficiently?

Key Performance Indicators (KPIs)

- Time on task- How long it took for a user to make a transaction.
- Conversion rate- How many customers saved their profiles and billing information within the app and then moved through the purchasing process.
- SUS- follow up the purchase with a SUS questionnaire.



Methodology

- Usability study
- Location: United States, remote (participants will remotely go through the usability study) Via Skype
- Date: December 30th, 2021
- 7 participants will go through the ordering and purchasing process on the mobile app.
- Each session will include an introduction to the app, a list of tasks, and a short follow up SUS questionnaire.

Participants

- Participants are individuals who regularly purchase brewery products for personal or social occasions.
- The participants do not have to be beer drinkers themselves, but they should be people who make purchases of food or beverages at breweries.
- 3 Male, 3 Female and 1 Non- Binary (aged 21-65)
- One user will order using AT (screen reader)
- Participants will receive a \$10 gift card to the brewery

Script

Introduction:

- Hi, my name is Rob Kamin and I am interested in learning about your experiences when making a purchase at the local brewery.
- I am doing research to better shape the design of a brew pub app to make it easier for people to use.
- I want to ask you some questions so that I can better understand how people make selections and purchases of beer.
- "Is it OK to record this interview?"
- Everything that we talk about is completely confidential and won't be seen by anyone but me and my research team.
- This is not a test and there is no correct answer to these questions.

- Tell me about the last time you made a purchase at a brewery?
- Did use a physical store or a website?
- After you put all your information into the profile application, did the software give you any recommendations or guidance?
- Does website make you feel good, excited and encouraged? Why or why not?
- When you experienced a problem with the site, where did you go to find the answer?



- Did the problem make you look harder or give up your search?

Final Thoughts

- Is there anything that you would like to add to the conversation that we didn't explore or touch on?
 - **Prompt 1:** Open the One tap brewery app on your phone and create an order for yourself. Please talk me through your thought process as you make these choices.
 - **Prompt 1 Follow-up:** How easy do you feel it is to create a custom order. What was easy and what was difficult? Why?
 - **Prompt 2:** Once you have selected your order, please proceed to checkout and create a profile.
 - **Prompt 2 Follow-up:** How easy or difficult was creating a profile? What was easy and what was challenging regarding this task?
 - **Prompt 3:** Now complete the purchase using your profile.
 - **Prompt 3 Follow up:** Did you find this task easy or challenging?
 - **Participants will complete the following SUS questionnaire. They are asked to respond to each question with 1 of 5 answers with a range from Strongly disagree to Strongly agree:**
 - This app was helpful to my purchasing experience.
 - This app had too many steps in the process.
 - The app was difficult to use.
 - I needed assistance completing the order.
 - The menu and selection options were clear and easy to understand.
 - I felt delighted using the app.
 - I had to set a lot of things up before using the app.
 - I found the checkout process unnecessarily complex.
 - I felt like the app made the purchasing experience more enjoyable.
 - The app was nothing like the physical store.

