

UX Research Study

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| Introduction | <ul style="list-style-type: none">● Title: Creating storytelling app for kids● Author: Varada TK, UX Designer, and varadanambiar26@gmail.com● Stakeholders: List the names of project stakeholders and their roles● Date: 08/10/2021● Project background: We are designing a storytelling app for kids which includes a collection of stories for parents who find it difficult to tell good moral stories to their kids suitable for their age so the child can get the best storytelling experience with a lot of collections of stories for different age groups. We need to find out if the main user experience of finding the story, listening with the kid, etc. is easy for users and giving them a better experience.● Research goals:<ol style="list-style-type: none">1. Determine if the storytelling app is easy to use2. Determine if the current method followed is satisfactory to the user3. Determine if the app really solve the problem of the user4. Determine if the app is engaging |
| Research questions | <ul style="list-style-type: none">● How long does it take for a user to select a particular story and hear them?● What can we learn from the flow or the steps the users take to listen to a story?● Is the user able to quickly select filters according to their needs● How easy is the onboarding and login flow● Are the categories provided really helping the users and are there anything new to add |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none">● What is the percentage of users who finishes the story● The amount of time the user stays in the app● Does the user rely on navigation or search directly● Check the error rate of users selecting a particular story● How many users quit before hearing the story● How many users read the gist of the story before hearing the story● What is the percentage of users who uses age filters |
| Methodology | <ul style="list-style-type: none">● Unmoderated usability study● Location: Kerala, remote (each participant will complete the study in their own home)● Date: Sessions will take place on 15/10/2021● Length: Each session will last 5 to 10 minutes, based on a list of prompts |
| Participants | <ul style="list-style-type: none">● Participants are all parents with full-time jobs and homemakers who has kids between the age of 0-8● Two males, three females between the ages of 20 and 35. |

Script

A list of prompts appears on the device screen

- **Prompt 1:** Get started and sign up into the app
 - **Prompt 1 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of logging in
- **Prompt 2:** Select a story from the categories which is apt for your child's age.
 - **Prompt 2 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of selecting the apt story for your child?
- **Prompt 3:** Play the story and understand if you can control its speed.
 - **Prompt 3 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the home page, figure out where you would go to change your name and password .
 - **Prompt 4 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 5:** Play a premium story
 - **Prompt 5 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 6:** select a story , add it to favourites and mark the story as completed.
 - **Prompt 6 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 7:** How did you feel about this Story telling app overall? What did you like and dislike about it?

After the unmoderated usability study

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 the app unnecessarily complex.
 - I think the app is easy to use.
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - There is inconsistency within the app.
 - I imagine that most people would learn to use this app quickly.
 - I feel confident using the app.
 - I need to learn a lot of things before I can start using this app.
 - The main user flow is clear.”