UX Research Study_ Pet adoption website

Introduction	• **Title:** Creating a pet adoption website • **Author:** Varada TK, UX Designer, and varadanambiar26@gmail.com • **Date**: 08/10/2021 • **Project background**: We are designing a pet adoption website PAW is a website where users can find and adopt pets according to your preferences and caters your needs after adoption. We need to find out if the main user experience of finding the pet, and catering its need is easy for users and giving them a better experience. • **Research goals**: 1. Determine if the pet adoption website is easy to use 2. Determine if the current method followed is satisfactory to the user 3. Determine if the website is really solving the problem of the user 4. Determine if the websites features will be really used by the user
Research questions	• How long does it take for a user to find the pet of their choice? • What can we learn from the flow or the steps the users take to find their pet, buy a product or consult a vet • Is the user able to quickly select filters according to their needs • Are the filters provided enough for the user or are there need for extra filters?
Key Performance Indicators (KPIs)	• What is the percentage of users who find their right pet? • The amount of time the user stays in the website • Does the user rely on navigation or search directly • How many users quit before finding their pet, choosing a vet or buying a product.
Methodology	• Unmoderated usability study • **Location:** Kerala, remote (each participant will complete the study in their own home) • **Date**: Sessions will take place on 15/01/2022 • **Length:** Each session will last 5 to 10 minutes, based on a list of prompts

Participants	- Participants are all pet lovers looking for a pet of their choice - 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 for the website **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:** Complete the pet adoption process **Prompt 2 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of finding your pet? **Prompt 3:** Find the vet for your pet? **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:** Go to shop page, Find the products you need, add them to cart **Prompt 5 follow-up:** How easy or difficult was this task to complete? Is there anything you would change? **Prompt 6:** How did you feel about this pet adoption website 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 website frequently. - I find the website unnecessarily complex. - I think the website is easy to use. - I need the support of a technical person to be able to use this app. - I find the website easy to navigate. - There is inconsistency within the website - I imagine that most people would learn to use this website quickly. - I feel confident using the website - I need to learn a lot of things before I can start using this website - The main user flow is clear