

Introduction

- **Title:** Healthy pet food sourcing
- **Author:** Anne B., UX designer, email@email.com
- **Stakeholders:** List the names of project stakeholders and their roles
- **Date:** 30 Oct. 2022
- **Project background:** Preventive health methods such as maintaining a balanced diet and exercise program are the key to long, healthy lives for humans and animals. Pet owners need a way to create balanced, individualized diets for their beloved pets in order to promote lifelong health. This app is designed with a nutrition-first angle, giving pet owners a way to create diets for their pets with research-based information, clear nutritional breakdowns, and a diet analysis tool that calculates a balanced diet based on food type, amount, and inputted pet characteristics.
- **Research goals:** User research will determine how to tie research-based, expert-driven nutritional information with ease of sourcing food brands. Users need accessible, simple ways to search for new foods, add them to their pet's profile, and calculate a balanced diet. They also need interesting, clear, and informative articles and explanations that breakdown the nutritional needs of different pets.
 - At this point in the study, research is focused on refining the app, including user flow and clarity of app screens.
 - Research will be conducted on the user flow from creating an initial pet profile, inputting health goals and current diet, and running a diet analysis.

Research questions

- How long does it take for a user to create a profile, add health goals, a diet plan, and analyze the diet?
- What can we learn from the steps that users take to analyze their pet's diet?
- What confusions do users have about accessing information, health goals, or food changes?
- Are there any parts of the user flow where users are getting stuck?

Key Performance Indicators (KPIs)

- Time on Task
- Conversion Rate of completing pet profile through diet analysis (complete diet analysis = conversion)
- User Error Rates in creating pet profile and setting up diet
- System Usability Scale



<p>Methodology</p>	<ul style="list-style-type: none"> ● Unmoderated usability study ● Location: United States, remote (each participant to go through the usability study in their own home) ● Date: Sessions will take place on Date. ● Five participants, each completing the study on their own. ● Each session will last 60 minutes and will include an introduction, a list of tasks, and a short questionnaire.
<p>Participants</p>	<ul style="list-style-type: none"> ● Participants are pet owners who will choose one pet (if they own more than one) to use for the study. ● Two dog owners, two cat owners, and one horse owner will diversify the pet species. ● Two males, two females, and one non-binary person will diversify the pet owner genders. ● One user of assistive technology such as a screen reader or switch device. ● Incentive: Gift box (mailed) of pet goodies, specific to the species of pet who is the “participant” for the profile.
<p>Script</p>	<p>Intro:</p> <ul style="list-style-type: none"> ● Before we begin, do I have your consent to take both audio and video recordings of this interview? ● I want you to know that this isn’t a test. There is no “right” answer, and none of your responses will be considered wrong. ● If you have any questions, please don’t hesitate to ask. ● This data is being collected to help improve a pet nutrition app. Your answers will help us make the app easier for people to use. <p>Basic questions:</p> <ul style="list-style-type: none"> ● What kind of city or town do you live in? ● How many pets do you own? ● What kind of pets are they? ● If you have multiple pets, choose one to think about for this study. ● What age is your pet? ● What type of food do you feed this pet? ● How did you choose this food? ● How do you buy this food (online, at the store, etc)? ● Do you feed treats? ● Do you feed health supplements? ● Do your pets have any special health needs? ● How often do you go to the vet? ● Has your vet ever talked to you about the nutritional needs of your pets? <p>Great! If you’re ready, let’s move onto the tasks you’ll be working on.</p> <ul style="list-style-type: none"> ● Prompt 1: Create a pet profile for your pet. <ul style="list-style-type: none"> ○ Follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of creating a pet profile? ● Prompt 2: Set health goals for your pet. <ul style="list-style-type: none"> ○ Follow-up: How did you choose the health goals?



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- Prompt 3: Input current diet of your pet.
 - Follow-up: How easy or difficult was this task to complete? Is there anything you would change?
 - Prompt 4: Analyze the diet of your pet
 - Follow-up: Is there any other information you would like to see in the diet analysis?
 - Prompt 5: How did you feel about this pet nutrition app overall? What did you like and dislike about it?