UX Research Study — Plan

Introduction	• **Title:** Trying to give the users what they want from their therapist through a mobile app • **Author:** Kamath Sanchita Sandip, UX Designer, kamath.sanchita@gmail.com • **Stakeholders**: Therapist (Amanda Cerney), every user who seeks help from her, and every other therapist who is coming to provide a second opinion • **Date**: 17/7/2021 • **Project background**: Due to the pandemic, many people are not able to get out of their homes, to seek professional help with their mental state, whether related or disrelated to the pandemic, and there needs to be a realistic experience for the user while they use the app, so that they can stay mentally happy and satisfied. • **Research goals**: Are the users getting the same experience of receiving help from a therapist in real life, with the app? Is the app aiding their progress or hindering it? If there is any kind of hinderance, the app interaction with the user will have to be modified to emulate a real-life comfortable environment.
Research questions	• Are the users satisfied with the interface? • Is it giving them the same level of comfort as going to a therapist in a real-life situation would? • What antagonizes the user the most about the interface? • Is there any way the user can stay more connected with the therapist? • Is the interface becoming a barrier between the user and the help they deserve?
Key Performance Indicators (KPIs)	• The apps progress can be measured through the happiness ratings and notes the user leaves in the app. If the user has a higher satisfaction and happiness rating, the interface will be more integrated with the service itself • KPIs: user error rates (not completing a whole process), conversion rates (profile viewing to payment), system usability scale (SUS), happiness rating, note making
Methodology	• Sent the Lo-Fi Prototype to my demographic- recently graduated students who are out to make their career and users who were at the peak of their careers. • Then, I went on video-call with my users, and then asked them open-ended questions about what they liked best and worst about the application • Asked the users what they would like in the application that wasn't already there • Then I evaluated all responses, making a list of people who wanted commonly requested features, and a list of common flaws and merits of the design

Participants	● I chose a particular user demographic: recently graduated students who are out to make their career and users who were at the peak of their careers. I chose this demographic because these are the people, I found this demographic most dissatisfied with managing their time, and work-life balance, and need professional help but don't have the time or trust to do so. This was figured during the initial research conducted during the problem statement formation
Script	● On a scale of 1-10, rate your satisfaction with the interface. Why? ● What do you think is most difficult about the interface? ● What would you add as a feature in the app? ● What is your most favorable feature in the application? ● Where do you feel like the realistic experience is not emulated? ● Is your trust for the therapist increased due to the friendliness of the app? Why do you say so? ● Which feature do you think we should abandon? ● Does the process feel murky to you? Why? ● Are you able to easily search for features? ● Are you confident you have accessed every feature of the app? If so, why?