

BARBERITOS

RESEARCH PROTOCOL

J. ASHLEY PANTER

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INTRODUCTION

Since 2000, Georgia-based Barberitos has been a trusted Southwestern food franchise, committed to maintaining the highest standards of serving clean, fresh, and high quality food. You won't find freezers or microwaves at Barberitos locations because fresh products are delivered and hand prepared daily. Priding itself on maintaining the highest industry standards, Barberitos refuses to let its commitment to clean, fresh, and high-quality food suffer as a result of its rapid growth.

Because of Barberitos (a.k.a. "Barbs") commitment to maintaining the highest industry standards, I feel their app should also reflect those same principles. As a user of the Barbs app and an industry professional, it's clear the Barbs app could use a little help. It's a great start to user convenience, but the app could be more user friendly, as well as follow best practices for mobile app development more closely.

A redesign of this app would allow Barbs to expand their user base, encourage its current users to use the app more frequently, and it would provide a better overall experience for current users, which in result increases "brand love."

The main research question we're looking at is essentially: *What would encourage more customers to use the Barberitos app?*

RESEARCH METHODS

CORE DEMOGRAPHICS:

- Average user is 18-35 years old.
- Users come from diverse backgrounds.
- Average use per week is 1.

Data will be collected at the University of Georgia as there is a Barberitos on campus, UGA is located in Athens, GA, which is where Barberitos is headquartered, there are multiple Barberitos locations nearby, and the students and employees at UGA fall into the core demographic range of Barb App users.

A few methods have been chosen for collecting data in this study. For starters, a survey will be given to a sample population in order to establish a baseline for:

- App Awareness
- App Acceptance
- App Use Frequency
- App Use Reason

The goal of collecting data for this study would be to create a three-part study containing an observation, focus group, and usability testing with the hope that many of the users that we observe will participate in the observation.

OBSERVATION LOOKS AT:

- A user's first time use
- Using without instructions
- User's impression during follow-up questions

FOCUS GROUP LOOKS AT:

- Why users use the app
- What changes could be made to encourage more frequent use by more users

USER TESTING

- How the use of the app and experience changes with a simple redesign based upon the feedback given during the observation.

SURVEY QUESTIONS

PURPOSE

- What do you primarily use the app for?

FREQUENCY

- When was the last time you used this app?
- How many times have you used the app in the last week?
- Which app features do you use most often?

DESIGN/NAVIGATION

- Do you like the design of the app?
- Is it easy to find what you are looking for?

LIKES

- Which features do you use most about the app?

DISLIKES

- What is the greatest challenge you face while using the app?
- What could be done to improve the app?

OBSERVATION

PURPOSE

- What is your first reaction to the app?
- What do you primarily use the app for?

FREQUENCY

- When was the last time you used this app?
- How many times have you used the app in the last week?
- Which app features do you use most often?

GENERAL THOUGHTS

- What are your thoughts while using the app?
- How you feel about the design of the app?

LIKES

- Which features do you use most about the app?
- What do you currently like about the app design?

DISLIKES

- What is the greatest challenge you face while using the app?
- Is there anything design wise that you dislike?
- What could be done to improve the app?

WALKTHROUGH

- Can you show me how you would activate a reward?
- Can you show me how you would add a payment method?
- Can you show me how you would find your nearest Barberitos location?

FOCUS GROUP

The focus group will include 3-8 current app users who will discuss as a group their thoughts and opinions about the Barberitos app. Users will be required to have previously downloaded and used the Barberitos app.

SCRIPT:

This is a focus group designed to gain user insight into the overall experience of using the Barberitos app. Everyone is encouraged to share their opinions. If you could be as honest and detailed with your comments as possible, that would be great. There are no wrong answers. Before we begin, we will ask a few simple questions to get some preliminary information.

QUESTIONS:

- Please state your name, age, and profession.
- What are your overall thoughts about the Barberitos app?
- Why do you currently use the Barbs app?
- What would make you use the Barbs app more often?
- How did you hear about the Barbs app?
- Does the app enhance your overall Barberitos experience?
- Is the app easy to navigate and use?
- Are there any features you don't know how to use or what its purpose is?
- Are there features you expect to find within the app that aren't currently present?

FIELD STUDY

This differs from the focus group because the field study measures actual task success and failure. This portion of the research is meant to see how well users of the app are able to interact with the app for the first time.

Actual measurements of task success, time on task, and others will be recorded.

SCRIPT:

Today you will be downloading and using the Barberitos app.

- Have you ever downloaded the Barbs app before? (if they say yes, then excuse them from the study.)
- Did you know Barberitos had a mobile app?
- As you're beginning to use the app, please create an account and upload your credit card information into the app account. (Curious how they go about including their actual credit card information.)

- Now, try and find the nearest Barbs location to you.
- Now, try and find the menu.
- Now, try and place an order.

Remember to complete the tasks you were given. Think aloud while you're figuring things out - let us know all your thoughts and feelings. Have fun!

FOLLOW UP QUESTIONS:

- a. Did you run into any problems when trying to create an account?
- b. Was the app easy to use?
- c. How do you feel about the overall look of the app?
- d. Would you use the Barberitos app in the future?
- e. What would make you download and use the app?

CONSENT FORM

You are being asked to take part in a user experience research study conducted by an Emerging Media student in the graduate-level course, User Experience Strategy. The purpose of this study is to identify current issues with the Barberitos app in order to make improvements during an upcoming app redesign. Please read this form carefully and ask any questions you may have before agreeing to take part in the study.

If you do agree to be in this study, we will conduct a short usability study with you. You will be asked to complete a series of tasks using the Barberitos app. The study will take about 15 minutes to complete. With your permission, we would like to record the interview. We will publish a report about this study, but we will not include any identifying information about you.

Taking part in this study is completely voluntary. If you decide to take part, you are free to withdraw at any time. Risks: We do not anticipate any risks to you participating in this study other than those encountered in day-to-day life.

QUESTIONS: The researcher conducting this study is Ashley Panter. Please ask any questions you have now. If you have questions later, you may contact Ashley Panter at apanter@uga.edu or at 706-633-3362.

You will be given a copy of this form to keep for your records.

Statement of Consent: I have read the above information, and have received answers to any questions I asked. I consent to take part in the study. In addition to agreeing to participate, I also consent to having the interview tape-recorded.

Your Name (printed): _____

Your Signature: _____

Date: _____

This consent form will be kept by the researcher for at least three years beyond the end of the study.

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