CASE STUDY REVIEW – WHEELCHAIR USERS' SHOPPING EXPERIENCE

Objective

Business Question: Could we provide a motorized assistant for shoppers who use a wheelchair?

Goals:

•Identify the current wheelchair grocery store shopping experience.

•Find what their ideal motorized shopping assistant would be, and what challenges it could solve.

Background

Stakeholders were curious if they could create a shopping assistant for wheelchair users for a retail environment, specifically grocery shopping.

No prior internal research was done, and there were no previous studies to consider.

Methodology

• Comprised of sixty-minute remote empathy interviews via UserTesting

• n = 6 current wheelchair users

• Mix of participants living alone versus living with others

• Ages ranged from Late 20s to Early 60s

Questions

Could you please walk me through your current grocery shopping experience?

Looking at our prototype, what's your initial reaction?

What would your ideal shopping assistant look like and do?

Results – Current Challenges

•Participants need to rely on others at the store to help with their shopping

•The aisles are commonly too small to allow for a wheelchair and other foot traffic, so participants felt like a bother when they took up too much space in the aisle, due to their wheelchair.

•Motorized wheelchairs at the store may not even be charged.

•Baskets on store wheelchairs was inconvenient due to depth Instead they tended to hold items in their lap.

•Had trouble getting items off shelves   .

Results – Ideal Shopping Assistant

•Despite age variance, needs were similar.

•Most wanted something to help grab items off shelves

•They all wanted something as small as possible because aisles were too small for the wheelchairs, especially with others around.

Results – Prototype

•Participants looked at the large prototype that was shown to them, and most immediately commented that it looked way too big for the aisles at the store.

•Stakeholders were surprised at the initial response and added additional prototypes midway through the study.

Next Steps

Because research was done, the company avoided investing money into a solution that wasn't to succeed.

If the stakeholders are interested in pursuing this in the future, they have this study to work from.

If I had to do this study over again, I would···

Explore alternative demographics, such as cane or walker users.

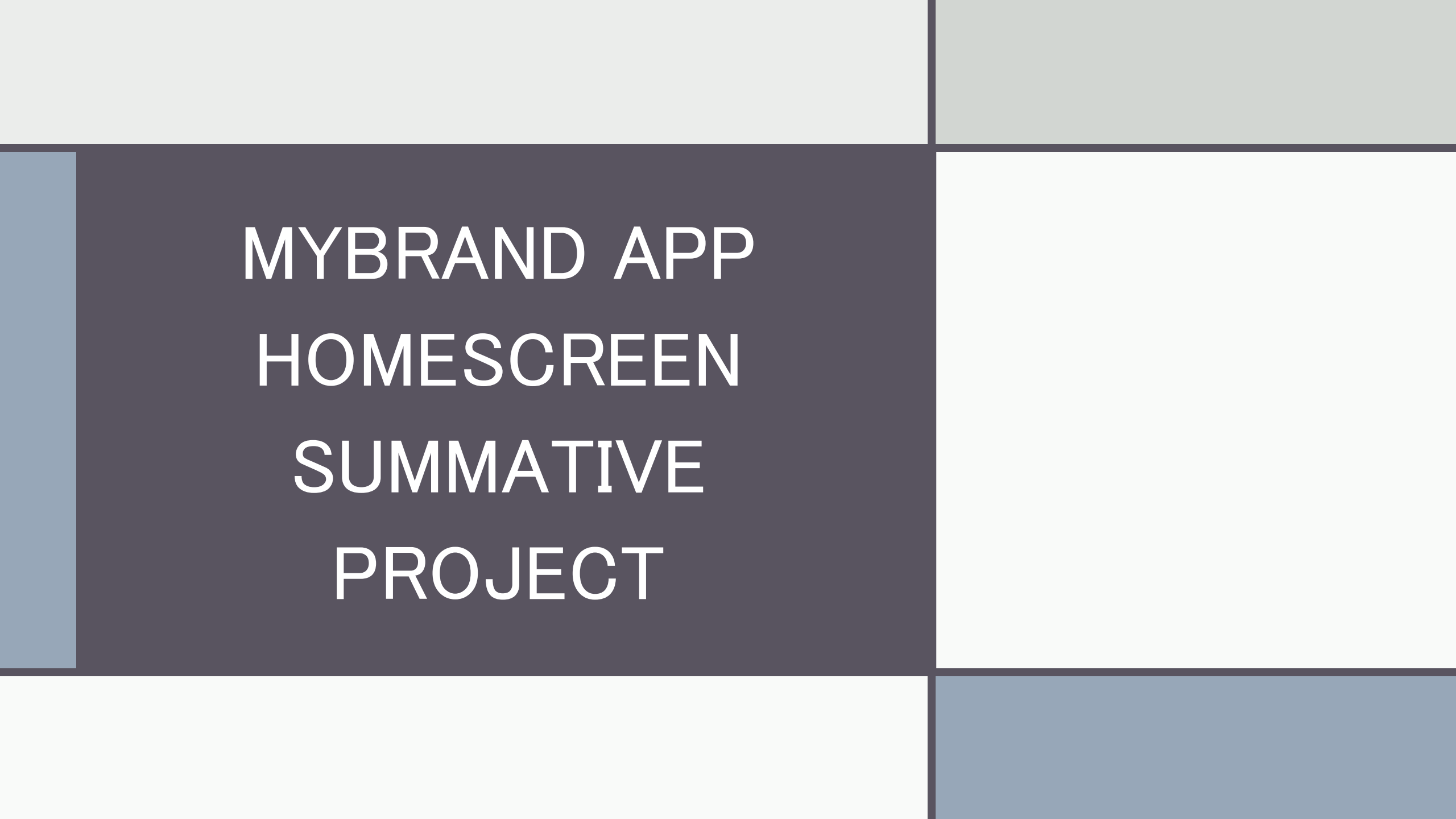Involve myself earlier in the design process for the prototype.

QUESTIONS?

Philip Squire

(248) 630 – 5728

kpsquire@gmail.com

philipsquire.com

MYBRAND APP HOMESCREEN SUMMATIVE PROJECT

Objective

Business Question: How can we provide a more wholistic view of the home screen of the MyBrand app?

Goals:

•Gather feedback for the home screen as a base to compare against the redesign.

•Find what features users prioritize in terms of importance.

Background

The UX Researchers wanted to help Market Research gain a more holistic view of the MyBrand app to compare to the new version of the app, so it was proposed that we would use a three-part approach to gathering data.

Methodology

•n = 50 MyBrand app users for System Usability Scale test

•n = 300 current MyBrand app users for a questionnaire

•Compared against the backend analytics

•Mix of participants with different brands of GM vehicles

•Age distributions were representative of the greater GM buyer population

Questions

Please rate your current home screen experience from 0 to 10. (NPS)

Please rank these features from most used to least used.

What is your favorite thing about the app?

Challenges

• We were recruiting from a panel instead of recruiting from our usual source (UserTesting), so information took time to gather.

• The SUS test took significantly longer than the other sides to gather.

• The different sides needed help staying consistent in terms of terminology.

Major Findings

•Although in the analytics the Vehicle Health feature seemed to not be used, users were just fine with the limited view on the home screen.

•Other than that, most usage analytics were like what was found in the backend.

•In terms of usability, the app was in a good spot.

If I had to do this study over again, I would…

Use or involve another branch of analysis.

Pace the branches throughout the app's lifecycle.

QUESTIONS?

Philip Squire

(248) 630 – 5728

kpsquire@gmail.com

philipsquire.com