

UX Research Study — Plan

Introduction	<ul style="list-style-type: none">● Title: Foundational Research - Hollow Frequency App● Author: Lasha Tavberidze, Lead UX Designer● Stakeholders: Rizzo (Band Manager), Sarah (Head of Merchandise), Lasha Tavberidze (Lead UX Designer)● Date: January 5, 2026● Project background: The client reports lost sales due to inventory mismanagement and customer confusion over sizing.● Research goals:<ul style="list-style-type: none">● Understand why fans abandon their carts on merchandise sites.● Identify what information fans need <i>before</i> they feel comfortable buying a \$80 hoodie.● Determine if "shipping costs" are a major friction point.
Research questions	<ul style="list-style-type: none">● How do fans currently decide which size to buy when sizing charts are unavailable or unclear?● At what specific point in the checkout flow do users abandon their cart (e.g., shipping calculation)?● Does the "Limited Edition" label increase urgency, and does the current mobile interface support quick decision-making?● What is the most frustrating part of buying merchandise on a mobile device?● Do users prefer to create an account or use "Guest Checkout" for speed?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on Task: The time (in seconds) it takes a user to find an item and complete the checkout.● Conversion Rate: The percentage of users who successfully complete a purchase without abandoning the cart.● Error Rate: The number of times a user clicks a "dead" link or goes back because they are confused (specifically regarding sizing).● System Usability Scale (SUS): A subjective rating of how easy the app felt to use (Targeting > 80).
Methodology	<ul style="list-style-type: none">● Unmoderated Remote Usability Study: Participants will complete a set of tasks on a Low-Fidelity prototype using their own mobile devices. We will record their screen interactions and audio commentary to identify friction points. 5 Participants. 15-20 minutes per session.

Participants

- 5 participants (Aged 18-35, frequent concert-goers or band merch buyers).

Script

- Introduction:

"Hi! I'm Lasha. I'm testing a new app for the band Hollow Frequency. Be honest—I didn't design the band's logo, so you won't hurt my feelings. I just want to see how you use the store."

Prompt 1 (Browsing):

"Imagine you just saw a post that a new limited-edition hoodie dropped. Open the app and find the 'Industrial Era' Hoodie. Talk me through what you are looking at."

Prompt 2 (Sizing - The Trap):

"Okay, you found it. You normally wear a Large, but you want a loose fit. Try to find the sizing information to confirm it will fit you. Tell me if you feel confident enough to buy it."

Prompt 3 (Checkout - The Friction):

"Go ahead and add it to your cart. Now, try to see how much shipping will cost to your house. Is it easy to find?"

Wrap Up:

"If you could change one thing to make this faster, what would it be?"