# UX RESEARCH PLAN

Drive Tests Booking App

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## Background

Due to COVID-19 Pandamic there have been numerous amount of cancellations and delays in drive tests. Here in Toronto there has been a lot of noise on social media from drivers trying to complete their tests, that they have been having trouble getting appointments for the dates and locations they prefer. Today, the only way to get a booking appointment in via the Ontario Drive Test website. Users will have to enter their driving licence information every time they try to book/ Cancel/ Reschedule an appointment. This becomes a tedious process when you are not able to find the right time and location and you have to check the website everyday.

## Research Goals

- ➔ Determine the current experience users have when they have to book a drive test appointment
- ➔ Understand the frustrations and pain points users have when they can't find their preferred appointment time and location for a drive test

## Research Objectives

- ➔ To understand the pain points of the entire booking a drive test process and ultimately create an app that can make the process of finding an appointment more easy and user friendly.

## Methodologies

- **Interviews -** Sessions with random users  to understand their motivations, behaviour and expectations of the bookmark feature
- **Secondary Research -** Explore Apps and Websites in other countries or cities outside of Canada are doing to proviode drive test booking experience

## Participants

- 3-5 participants who have previously booked an appointment for a drive test in Toronto
    - Paricipants would be between ages 25-30
    - Particpants could be in the process of booking their drive test
    - Particpants who are be booking their G2 or G drive test appointment

## Schedule

- Prepare interview questions and recruit participants
- Conduct interviews

- Start competitive research
- Synthesize findings
- Start sketching the different solutions
- Hi-Fidelity Solution
- Prototype and Test
- Iterate on feedback