UserTesting.com Script

# Screener

## Questions

Do you use your smartphone to stay up to date with recent news?

-Yes (accept)

- No (reject)

Do you use your smartphone to listen to live sports, news, or music?

-Yes (accept)

- No (reject)

Do you listen to podcasts on your smartphone?

-Yes (accept)

- No (reject)

## Audience

* United States (specific to state?)
* 18-65+

Camera view or participant view?

You can't use camera tasks if you turn on Participant View. To use camera tasks, turn off Participant View.

Seeing the persons face VS seeing what they are doing on the screen

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# Draft 2 Usability test 1:

### **Introduction**

# In this test, we'll be asking you for your feedback on WBEZ’s radio listening app experience. As you use the app, think out loud as much as possible, as this helps us gather the information we need in order to refine our solution. Don’t worry about hurting anyone’s feelings, we want to hear all of your feedback so that we build the right tool for Chicago Public Media's radio station WBEZ.

### **Tasks**

# Find and open the WBEZ app.

# Without leaving the homepage, describe what you would select first. \*\*Do not select anything yet.\*\* If you would leave without clicking anywhere, please explain why. [Verbal response]

# Use the app to listen to the live broadcast.

# You want to see more information about what you’re currently listening to. How would you go about that?

# Now let's say you have to pause the live broadcast for a moment. Pause the live stream.

# Now you want to continue listening. How would you make sure you're listening to what's playing live now? Please think out loud as much as possible. [Verbal response]

# You just realized you missed something you wanted to hear about 20 seconds ago. How would you do that?

# Use the app to listen to a recent highlight that looks interesting to you. Speak out loud as you do so.

# What do you expect to happen after you've finished listening to a recent highlight? Did this experience match your expectations? Why or why not? [Verbal response]

# Use the app to listen to a featured item. Speak out loud as you do so.

# Use the app to listen to a featured item. Speak out loud as you do so. [Verbal response]

# You want to use the app to listen to today's NPR newscast. Speak out loud as you do so.

# You want to use the app to listen to today's NPR newscast. Speak out loud as you do so. [Verbal response]

# You want to find and listen to a podcast. Show how you would do so.

# You want to see the radio schedule for the rest of the day. How would you do that?

# You remembered hearing something interesting while listening to WBEZ around 1 PM yesterday. How would you go about finding that content?

# Let's say you wanted to donate to WBEZ, What would you do? Please think out aloud while doing so.

# What do you expect to happen after you've finished listening to a recent highlight? Did the "Donate" experience match your expectations? Why or why not? [Verbal response]

# The next set of questions will ask you about your overall experience with the app.

# What, if anything, is \*\*missing\*\* from this app?

# What additional thoughts, if any, do you have about the app? [Verbal response]

### **Questions**

# What was the most frustrating thing about your experience?

# What other ideas do you have about how it could be improved?

# What did you like about it?

# How likely are you to recommend this app to a friend or colleague (0=Not at all likely, and 10=Very likely)?

# 

# Draft 1 Usability test 1:

<https://app.usertesting.com/orders/xT_2d8VzKxs1zc7L5B6H/test_launcher#!/test_plan/3766119>

### **Introduction**

In this test, we'll be asking you for your feedback on WBEZ’s radio listening app experience. As you use the app, think out loud as much as possible, as this helps us gather the information we need in order to refine our solution. Don’t worry about hurting anyone’s feelings, we want to hear all of your feedback so that we build the right tool for Chicago Public Media's radio station WBEZ.

### **Tasks**

1. Find and open the WBEZ app.
2. Without leaving the homepage, describe what you would select first. \*\*Do not select anything yet.\*\* If you would leave without clicking anywhere, please explain why.
3. Use the app to listen to the live broadcast.
4. You want to see more information about what you’re currently listening to. How would you go about that?
5. Now let's say you have to pause the live broadcast for a moment. Pause the live stream.
6. Now you want to continue listening. How would you make sure you're listening to what's playing live now? Please think out loud as much as possible.
7. You just realized you missed something you wanted to hear about 20 seconds ago. How would you do that?
8. Use the app to listen to a recent highlight that looks interesting to you. Speak out loud as you do so.
9. What do you expect to happen after you've finished listening to a recent highlight? Did this experience match your expectations? Why or why not? [Verbal response]
10. Use the app to listen to a featured item. Speak out loud as you do so.
11. You want to use the app to listen to today's NPR newscast. Speak out loud as you do so.
12. You want to find and listen to a podcast. How would you go about doing so?
13. You want to see the radio schedule for the rest of the day. How would you do that?
14. You remembered hearing something interesting while listening to WBEZ around 1 PM yesterday. How would you go about finding that content?
15. Let's say you wanted to donate to WBEZ, What would you do? Please think out aloud while doing so.

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1. The next set of questions will ask you about your overall experience with the app.
2. Please rate your level of agreement with the following statement: "The app is easy to use" Please explain your rating. [5-point Rating scale: Strongly disagree to Strongly agree]
3. What, if anything, is \*\*missing\*\* from this app?
4. What additional thoughts, if any, do you have about the app? [Verbal response]

### **Questions**

1. What was the most frustrating thing about your experience?
2. What other ideas do you have about how it could be improved?
3. What did you like about it?
4. How likely are you to recommend this app to a friend or colleague (0=Not at all likely, and 10=Very likely)?
5. Please rate your level of agreement with the following statement: "It was easy to do this task." Please explain your rating. [5-point Rating scale: Strongly disagree to Strongly agree]
6. What, if anything, is \*\*missing\*\* from this app?
7. What additional thoughts, if any, do you have about the app? [Verbal response]

### **Post Test Questions**

1. What was the most frustrating thing about your experience?
2. What other ideas do you have about how it could be improved?
3. What did you like about it?
4. How likely are you to recommend this app to a friend or colleague (0=Not at all likely, and 10=Very likely)?

# Usability test 2: Focused Task

-expanded player

https://app.usertesting.com/orders/kJ7M8xZ2zXNe4pdnnEzC/test\_launcher#!/

# Usability test 3: Address findings/fixes

## Task 2

Use the app to listen to a recent highlight that looks interesting to you. Speak out loud as you do so.