Archenemy Usability Test Protocol

Introduction

(Following informed consent...) Thank you for agreeing to participate in this usability study. For the next **45 minutes**, we will be exploring the Archenemy app to understand how you interact with it and identify ways to make it more intuitive and enjoyable. I want to emphasize that **this is not a test of your abilities - we are evaluating the app's design and functionality**.

We will be transcribing your answers this session for note-taking purposes only. This allows me to focus on our conversation rather than writing everything down. The note papers will be shredded once our analysis is complete. Your personal information will remain strictly confidential and will not be included in our research findings.

While using the app, please **"think aloud"** by verbalizing your thoughts, reactions, and decision-making process. Share what you like, dislike, find confusing, or find intuitive. Your honest feedback is extremely valuable in helping us improve the user experience.

Do you have any questions before we begin?

Background

Before we start exploring the app, I'd like to learn about your previous experiences with matching and competitive apps:

1. Have you used any matching apps before (like Tinder, Bumble, or similar)? If so, which ones and how often?

2. What aspects of these apps do you find most satisfying or enjoyable?

3. What frustrations have you experienced with these types of apps?

4. Do you participate in any competitive activities or rivalries in your daily life? These could be sports, games, academic competitions, fitness challenges, etc.

5. What motivates you when engaging in competitive activities?

Tasks

Task 1: It's your first time on the website, so you want to set up an account to your liking. Go ahead and create a new account for yourself.

Task completed successfully? Yes ☐, No ☐

On a scale from 1 to 5, where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate completing this task?

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Task 2: You just started using the app. Since you have no archenemies, you're trying to find one. Start a chat with another user and describe your hatred to them!

Task completed successfully? Yes ☐, No ☐

On a scale from 1 to 5, where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate completing this task?

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Task 3: Try resetting the password for your account.

Task completed successfully: Yes ☐, No ☐

On a scale from 1 to 5, where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate completing this task?

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Task 4: Try visiting the FAQ for more information.

Task completed successfully: Yes ☐, No ☐

On a scale from 1 to 5, where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate completing this task?

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Task 5: Edit your account and update your information.

Task completed successfully: Yes ☐, No ☐

On a scale from 1 to 5, where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate completing this task?

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Debrief

1. Overall, what are your impressions of the Archenemy app?

2. What aspects of the app did you find most valuable or interesting?

3. What aspects were most confusing or frustrating?

4. How likely would you be to use this app to find rivals in real life, on a scale of 1-5?

5. What features would you like to see added or improved?

6. Do you have any other feedback or suggestions for the development team?

Thank you very much for your time and feedback today. Your insights will help us improve the Archenemy experience for all users.