Exercise 3.2 – Early Prototype Test

Facilitators: **Do not** *read this to your test participant.* "Square" is an exciting new Web service that allows small merchants to use their Smartphones or Tablets to accept credit card payments and keep track of receivables. The Square design team has just completed an Agile user workshop, in which they used paper prototyping to quickly sketch several wireframes for the new Square Website.

The design team's next step is to conduct a quick Usability Test of their wireframes, so that they can iterate them before designing more Website pages. In the test, the team will show their rough sketches to store owners, taxi owners, street vendors and arts-and-crafts fair vendors..

Use the following performance rating sheet to evaluate the Square wireframe designs with a participant in your group. Your group should consist of a moderator, a participant and optionally, an observer.

Performance evaluation sheets for the Square Website Wireframes

Participant's name: _____

Orientation: *(Read Aloud)*

Hi, my name is _____ and I'm working with a company called Square to help them evaluate some designs for their new Website. Today, I will show you some paper mockups of the Website. I need your help to evaluate how easy or difficult it is to use the site.

During this session, I will ask you to try to find various pieces of information on the site. There are no right or wrong answers—I'm simply interested in how you would look for these things. Please remember that this is a test of our design sketches, and not a test of your abilities. So, if you can't find something, don't worry. It just means that our design needs to be improved. Similarly, if a task is easy for you, please tell me so I know what parts of the application are designed well. This is a work-in-progress, so I would appreciate any feedback you can give me.

As we're working, please "think out loud." Let me hear what you're thinking. For example, you might say, "I'm looking for a button or link that would take me to <ABC>." Or you might say, "I expect that if I clicked on this link, I'd go to <XYZ>."

I have a few questions for you before we get started.

Gender: M   F *(Record, do not ask)*

Age group: 18-22   23-29   30-39   40-49   50-59   60+

Hours working on the Internet daily: 0   1-2   3-5   6-9   10+

Years owning their own business: 0   1-2   3-5   6-9   10+

Do you have any questions before we begin?

Practical Usability Testing Workbook

Question	Expected Responses	Comments/Usability Problems	Rating 2=Pass 1=Difficulty 0=Fail
1. *(Start on Home, page 2)* Let's say you own a small juice bar. A friend suggested that this site might help your business. Here's the home page. Can you tell me what this site is all about, and how it might help a small business like yours?	Something like: *Square will enable me to accept credit cards using my smartphone or a tablet device.*		2 1 0
2. *(Stay on Home, page 2)* (a) How much does this service cost? (b) (Go to Pricing, page 6) Would you assume that that's all you'd pay, or are there any other fees? (c) How would you get back to the home page?	(a) Either: • "2.75% per swipe" (right-side menu) -or- • Pricing link (bottom nav bar) (Both lead to Pricing page) (b) Just record opinion (c) Square logo		(a) 2 1 0 (b) No rating (c) 2 1 0

3. *(Go back to Home, page 2)* (a) Let's say you have an Android phone. Where would you go to find out if you can get this Square service for an Android phone? (b) *(Go to the FAQ page)* How would you use this page?	(a) *FAQ link (right-side menu)* (b) *Search FAQs for "Android" or browse the FAQ topics*	(a) 2 1 0 (b) 2 1 0
4. *(Go back to Home, page 2)* (a) Would you expect this site to have videos, or do you think it wouldn't? (b) What topics do you think the videos would address? Let's take a look at the Videos page. *(Go to Videos, page 8.)*	(a) *Yes* (b) *Just record the responses.*	(a) 2 1 0 (b) No rating
5. *(On Videos, page 8)* (a) How might you use this page? (b) Are these the kinds of video topics you expected?	(a) Something like: **Click on a link to view the video in the video player.** (b) *Just record the responses.*	(a) 2 1 0 (b) No rating

6. *(Go back to Home, page 2)* You've decided that you want to get this Square service for your store, but before you sign up, you want to read the Privacy Policy. Where would you find that?	Legal link (bottom nav bar)	2 1 0
7. *(Stay on Home, page 2)* (a) With Square, a customer can pay you with their credit card. Alternatively, they could set up a monthly account with you, and put their purchases on their "tab" each time they buy something, without using their credit card. Where would you go to read about that? (b) *If the participant didn't select Square Card Case, tell them:* The link about customer tabs is the Square Card Case. What do you think of this link name? Let's see what you think of that page. *(Go to Square Card Case, page 4)*	1. Square Card Case (right-side menu) 2. Just record the responses.	(a) 2 1 0 (b) No rating
8. *(On Square Card Case, page 4)* (a) So what's this page all about? (b) Let's say you want to allow your customers to use tabs . How would you do that?	(a) Something like: *A 'card case' is a smartphone app that holds a customer's set of tabs with participating merchants. Merchants must be set up to allow tabs.* (b) Accept Tabs button.	(a) 2 1 0 (b) 2 1 0
9. *(Stay on the Square Card Case, page 4)* How could one of your customers set up a tab?	Get Card Case button, or the How to get your Card Case link	2 1 0

Post-Test Questions

1. What were the things you liked best or least about this site?

2. Do you think anyone would have trouble using this site?

3. Would you use this service? Why or why not?

4. Do you have any other comments or questions?

Thank you for participating in our usability study. We will use your comments, as well as the comments from our other participants, to help revise the design of the Website so that it is easier to use.

10. (Stay on Square Card Case, page 4) Does it look like you could click on Get a Digitial Receipt? How would the page change if you clicked on it?	Yes. The image would change to show a Digital Receipt.		2 1 0