

# Usability Guide - V0

## Calorie Counting for weight loss Design Sprint

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### Respondent Information

Respondent ID		Location	
Persona		Occupation	

### Setup

- ☐ Discussion Guide Printed or a New File is Copied
- ☐ Known Respondent Information is Filled In
- ☐ Prototype is open and running

### In-Person Sessions

- ☐ Activities are printed and ready
- ☐ Respondent Post-It Card Created (with respondent ID, Date, Location, etc)
- ☐ Recording devices are running
- ☐ If remote viewers: link shared with the team

### Remote Sessions

- ☐ Session link created and shared with the respondent
- ☐ Recording button is clicked and running
- ☐ If remote viewers: link shared with the team
- ☐ Screen sharing is activated and mouse control is granted

# Introduction Script

Thanks for taking some time to talk with us today. We're working on a project exploring a new opportunity to offer a calorie counting method to weight loss for working women who do not have enough time for their diet plan. This phase of research is to explore and validate our direction on what this service will look like.

During this session, we'll be asking a few open-ended questions and then walk through some early prototypes.

Everything you say will be kept strictly anonymous and confidential.

There are no right or wrong answers to our questions! We want to understand how you interpret and understand our designs. The prototypes we'll be testing are incomplete - As such, please talk out loud whenever possible about what's on your mind during these tasks. When you're going to enter text, please say what you'd like to type. Most importantly - try to be as honest as possible, I promise, you won't hurt our feelings.

*{If recording: We'll be recording video, audio, and notes for my own memory and to share with my team, however, everything you say is strictly confidential and all data will be securely encrypted. We might share anonymized quotes or aggregate statistics from these sessions as we grow the business, for example as we market the service. We'll never link this data back to your name publicly. Does this make sense and are you ok with it?}*

*[If offering incentive: You'll receive a [\$\_\_ gift card, cash, discount] at the end of this session. [If gift card: We'll email the gift card to \_\_\_\_.] Is this ok?*

Any questions before we start?

# Opening Ethnography

## Diet Plan Preferences

- Do you have special health goals?
  - What method do you prefer to follow?
    - Do you have any resources to study?
  - How important is diet/exercise in your healthy lifestyle?
    - What would be your top reason for doing that?
- Do you know what BMI/FMI is? Have you ever checked?
  - If the answer is yes, Are you in the normal range or not?
    - If you are overweight based on your BMI/FMI numbers, what are your primary motivators to lose weight?
  - Do you have any special criteria for choosing your diet method?
    - Have you tried different methods?

## Last diet Experience

- How active are you day-to-day?
- What weight loss program have you tried in the past?
  - How do you describe that?
- What weight loss program have you tried in the past?
  - How do you describe that?
- When was the last time you were on a diet?
  - How long did it last?
  - What have been your greatest difficulties in dieting
- Have you ever had any successful diet experience?
  - If any, what is the main reason?
- Have you heard about a calorie counting diet?
  - If yes, what do you know about it?
  - Describe your past experience with calorie counting application and macro dieting.

## Usability Tasks

Section	Task Point	Notes	Pass/Fail
	<b>Enter application</b>	<i>The user was able to identify the app on the home screen</i>	pass
	<b>Registration</b>	<i>The user was able to register to the app with email</i>	pass
	<b>Set personal goals</b>	<i>The user wanted to skip the part in the first place, the importance of the task was not clear</i>	needs improvement
	<b>Set nutritional goal</b>	<i>The user wanted to skip the part in the first place, the importance of the task was not clear</i>	needs improvement
	<b>Surfing the database</b>	<i>User was not able to understand how the database work</i>	Fail

## Wrap Up

- Is there anything you think I didn't ask?
- Do you have any questions for me?

Great, that's it. Thank you so much for participating in this phase of research. Our job now is to take this data and observe patterns with other respondents like you. All of this will help us to build a better Weight loss application for everyone - and your responses make this possible. *[If continuing research: Would it be ok if we reach out with future research questions as we iterate the prototype]*