Usability Testing Outline & Script

**Background**

Twidge is a mobile-based application available on iOS and Android phones that matches people to widgets, allowing users to select the best available widget from popular brands.

This test is being conducted because Twidge has noticed users are struggling to successfully purchase widgets using their app.

Twidge said: “We’ve heard from some customers that checking out is really hard, and we’ve seen a slow decline in sales.”

**What we’re testing**

We’re testing the usability of key features of the Twidge experience:

* Account creation
* Searching for widgets
* If the customer understand what Twidge is selling
* Any errors, troubleshooting, or confusing aspects

**Success criteria for the test**

* Users can easily find the perfect widget
* If users can successfully create a Twidge account
* Users can successfully purchase a widget
* Users understand the value of Twidge widgets versus other brands
* People understand the “Widget helper” feature

**Approach**

[Your team name] team will sit one-on-one with participants and ask them to use the Twidge app. [Your team name] team will observe their interactions with the prototype. The sessions should last between 0.5 hours to 1 hours each.

**Methods: In-Person Focused User Testing**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Research Session** | **# of Pax** | **Participant Category** | **Session Length** | **Dates** |
| Interviews, In person | 5 | People unfamiliar with Twidge | 0.5-1 hours per interview | TBD dependent on the recruitment |

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**Participant Screener**

|  |  |
| --- | --- |
| **Who do you want to test?** | **What exact criteria will identify the people you want to talk to?** |
| Who have never signed up with Twidge  Must be an iOS user  Must be willing to authenticate with either FB or Google account | * Early majority technology adopters * Aged anywhere from about 30-49 * Vancouver Local * Fans of Widgets * 50% female / 50% male |

**Finding participants**

* The Twidge team will reach out to personal contacts who meet the participant criteria

**Tools**

* Record in session using an iPhone 7 or better
* Quicktime

**Location**

* In person at [Address]

**Timing**

* Week of [Date]

**Honorariums**

* (1) $50.00 Amazon Gift Certificates per interview

**Release/Permission forms**

* Twidge will provide a standard NDA for the participants. Participants will need to sign (1) for themselves

# Session intro

**5 minutes**

Purpose of the introduction is to orient the participant, make them comfortable, set expectations, and get a sense of the participant’s comfort level.

There is no fixed script, but the following points need to be covered.

* Make sure the participants are comfortable.
* Break the ice
  + Ask them a question about their day
* Ask the participants if they have ever done anything like this before.
  + If not, explain what user testing is
  + It’s important to tell the participants that you are **not going to offer answers to guide them**.
* Explain to them that this is not an evaluation. Things to say:
  + You aren’t being tested.
  + There are no wrong answers.
  + **You can’t hurt our feelings**, so be as open and honest as you can. If you hate something, great! If you’re confused, great! If you love something, great!
  + We’re **working together** to test these designs and improve the app.
  + If something is confusing or hard, it’s the app’s fault not yours!
  + When they find a problem, remind them that’s why we are doing this testing, to find the issues :)
  + Reassure them that their feedback is very valuable.
* Remind them to **think aloud during the process**

# Session

**Scenario:** Ask users to download the app from the app store and go through the entire process of purchasing widgets. Ask them to checkout using a special coupon code.

**Intro questions:**

* Do you buy widgets online? How often?
* How do you shop for widgets online? Tell me your process
  + Do you shop buy brand, size, colour, style
  + Rank them by importance
* What is the hardest part about buying widgets online currently?

**Without clicking anything:**

* Please describe the screen you are seeing.
* What stands out to you?
* Do you understand what Twidge is?

**Testing Questions:**

*Ask them to create an account and go through onboarding.*

* *Ask them what they think about entering their address*
* *Ask them about the tutorial page with the illustrations*
* *Ask them how they feel about using Google/FB to create an account*

*Have them go to the marketplace screen:*

* *Ask them to describe what they are looking at without doing anything*
* *Tell them to try and buy a set of widgets*
  + *Refer to intro questions about how they shop online.*
  + *Make sure they go to a product page*

***SUS Questions to finish:***

*Answers: Strongly Agree, Agree, Neutral (ask why), Disagree, Strong Disagree*

* I think that I would like to use Twidge frequently.
* I found Twidge unnecessarily complex.
* I thought Twidge was easy to use.
* I think that I would need the support of a technical person to be able to use Twidge.
* I found the various functions in Twidge were well integrated.
* I thought there was too much inconsistency in Twidge
* I would imagine that most people would learn to use Twidge very quickly.
* I found Twidge very cumbersome to use.
* I felt very confident using Twidge.
* I needed to learn a lot of things before I could get going with Twidge.

***General Finishing Questions:***

* What did you like the most about Twidge?
* What did you like the least about Twidge?
* What would you change about Twidge?

# Conclusion

Thank you for your time, your feedback and insights are very much appreciated and very valuable. Do you have any questions for me?

Thank you again, and have a wonderful day!