### Testing protocol

For our final Discount Usability Test, we asked four people to participate: two test subjects from the “young adults” target segment and two over 55-year-olds.

* **Tommaso**, 25 years old, student, proficient computer user, familiar with online shopping, already knows about CBD products;
* **Letizia**, 25 years old, working student, uses the pc and smartphone for various tasks, familiar with online shopping and CBD products
* **Nadia**, 55 years old, artisan, never ordered anything online, not informed but curious about CBD products, uses the pc for basic tasks (videos, social media, etc.)
* **Sergio**, 56 years old, artisan, familiar with online shopping, proficient computer user, not informed and sceptical about CBD products.

Even in this case, the participants were asked to think aloud during the process, and they had to complete a total of eight tasks:

1. Take the quiz
   1. Find the call-to-action button
   2. Take the quiz
2. Save your recommendations
3. Log in
4. Esplore your recommendations and discover more about Hemp Sleep Spray
5. Add your recommendations to cart
6. Add another Hemp Sleep Spray to cart
7. Update your plan
   1. Find the update button
   2. Retake the quiz
8. Subscribe to your plan

### 2.2.2 Testing process

The subjects participated in the testing process via video call or in presence. They agreed on recording the meeting for evaluation purposes and, if online, they were asked to share their screen.

The participants were assured that the aim of the session was not to test their capabilities or difficulties while using the online apps, rather to see how the different systems work, their differences and how to improve them. Again, the usability metrics we considered for the evaluation are: success, efficiency, effectiveness, learnability, and satisfaction. The evaluation of the efficiency metrics are based on the most proficient participant’s results for every task(???).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| TASK | | SUCCESS | EFFICIENCY | EFFECTIVENESS | LEARNABILITY | SATISFACTION |
| VAAY QUIZ | 1.a | Yes, task completed with help | Low, completed in 1’27’’ | Hesitation, dead ends | / | Low, with concern |
| 1.b | Yes, task completed without help | High, completed in 2’21’’ | / | / | Normal |
| 2 | Yes, task completed without help | High, completed in 2’’ | / | / | Normal |
| 3 | Yes, task completed without help | High, completed in 1’’ | / | / | Normal |
| 4 | Yes, task completed without help | Very high, completed in 3’’ | / | / | High |
| 5 | Yes, task completed without help | Very high, completed in 4’’ | / | / | Normal |
| 6 | Yes, task completed without help | Very high, completed in 1’’ | / | / | Normal |
| 7.a | Yes, task completed without help | Very high, completed in 2’’ | / | / | Normal |
| 7.b | Yes, task completed without help | High, completed in 2’ | Easy backtracking | Good, major improvements after task 1.b | High |
| 8 | Yes, task completed without help | High, completed in 7’’ | Dead ends | / | Normal |

Table 1. Results for Tommaso.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| TASK | | SUCCESS | EFFICIENCY | EFFECTIVENESS | LEARNABILITY | SATISFACTION |
| VAAY QUIZ | 1.a | Yes, task completed with help | Low, completed in 1’ | Minor hesitation, useless steps | / | Normal, with concern |
| 1.b | Yes, task completed without help | High, completed in 2’2’’ | / | / | Normal |
| 2 | Yes, task completed without help | High, completed in 2’’ | / | / | Normal |
| 3 | Yes, task completed without help | High, completed in 2’’ | / | / | Normal |
| 4 | Yes, task completed without help | Very high, completed in 5’’ | / | / | High |
| 5 | Yes, task completed without help | Very high, completed in 3’’ | / | / | Normal |
| 6 | Yes, task completed without help | Very high, completed in 1’’ | / | / | Normal |
| 7.a | Yes, task completed without help | Very high, completed in 4’’ | / | / | Normal |
| 7.b | Yes, task completed without help | High, completed in 1’57’’ | Easy backtracking | Good, improvements after task 1.b | Normal |
| 8 | Yes, task completed without help | High, completed in 5’’ | / | / | Normal |

Table 2. Results for Letizia.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SYSTEMS | VAAY QUIZ | | | |
| PARTICIPANTS | Tommaso | Letizia | Nadia | Sergio |
| I think that I would like to use this system frequently. |  | 5 |  |  |
| I found the system unnecessarily complex. |  | 1 |  |  |
| I thought the system was easy to use. |  | 5 |  |  |
| I think that I would need the support of a technical person to be able to use this system. |  | 1 |  |  |
| I found the various functions in this system were well integrated. |  | 4 |  |  |
| I thought there was too much inconsistency in this system. |  | 1 |  |  |
| I would imagine that most people would learn to use this system very quickly. |  | 5 |  |  |
| I found the system very cumbersome to use. |  | 1 |  |  |
| I felt very confident using the system |  | 5 |  |  |
| I needed to learn a lot of things before I could get going with this system. |  | 1 |  |  |
| SUS TOTALS |  |  |  |  |
| AVERAGE |  | |  | |