**Script**

Hi \_\_\_\_\_\_\_. I’m Melissa and I’ll be running our session today. Where are you located?

Great! Well, thanks for agreeing to help us out. We’re asking people to try using a website that we’re working on. Please remember that we’re testing the site, not you. You can’t do anything wrong here. You don’t have to worry about making mistakes.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help.

Also, please don’t worry that you’re going to hurt anyone’s feelings. I didn’t design this website - we just want to improve it, and I need to hear your honest reactions. We may have other people from my team observing our session and taking notes.

If you have any questions as you go along, just ask them. I may not be able to answer them right away since we’re interested in how this works for people without any help. But if you still have questions when we’re finished, I’ll answer them then.

On a technical note, if for whatever reason the screen freezes or you get removed form the session, just try to re-join, OK?

I’m going to start recording our session now.

*NOTE: Start session and recorder.*

**Introductory questions**

Would you mind giving me your age or an age range?   
What’s your occupation?  
What kind of car do you have?

What company do you use for car insurance?

When did you last buy or renew your car insurance?

What kind of phone are you using for this test?  
What’s something you’ve bought on your phone in the last 3 months?

*Note: HALT session if doesn’t meet screening criteria.*

Thanks for sharing all that. Now let’s look at a website together. REMEMBER the most HELPFUL thing you can do is talk out loud.

**Scenario:** Let’s say you are in the process of shopping for new insurance for your [say type of car here] and have gotten quotes from various insurance companies. Then you receive this in your inbox.

*Note: Drop Invision prototype link into Validately.*

**Task:** What would you do next?

*(Did they notice the discount offer? What did they do?)*

*If they do not seem interested in the discount, explore why not. After you get that information, ask them to go on the discount detour.*

*(If necessary)* prompt *-* How can you get the potential discount?

**At final page:**

Was the amount of this discount what you expected to receive? Why or why not?  
What is the minimum you would expect to receive?

What if went through this process and didn’t get a discount?

Why did you get the discount?

Tell me more about the key stats. What do each of these mean to you? *(if not already covered in the previous answer.)*

Are there other statistics that you expect to see that you think might impact your price? (skip if running out of time)

Did the process of seeing if you could get the discount take more or less time than you expected when you started it?

How much time would be unacceptable to wait to see if you qualified for a discount?

I want to talk with you about a couple of pages in particular:

**Return to Checkboxes screen**

What if anything is NOT clear to you on this particular screen?

What concerns if any do you have?

How confident are you that \_\_\_\_\_\_\_ will delete your data and not use it in the future?

What, if anything, would help you have more confidence that your data will be deleted? What would get you to 100% confidence?

**Return to 1st Google Takeout screen**

Did you have any questions when you were here in the Google Takeout area?

Would you explain to me how it works as if you were speaking to a friend?

**Final questions**   
Thinking about how you might act if you weren’t doing a test and having me watch you, would you consider exiting the process at any point? (skip if running out of time)

If you could change one thing about the process, what would it be?   
So I can hear it in your own words, how would you explain this experience with \_\_\_\_\_\_ to a friend?

Thanks for your time and input, you’ve been very helpful. Have a great day!