Usability Guide - V0

# Educational App



# Respondent Information

|  |  |  |  |
| --- | --- | --- | --- |
| **Respondent ID** | 1 | **Location** | XYZ |
| **Persona** | XYZZ | **Occupation** | Student |

# 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

# Script

Thanks for taking some time to talk with us today. We are working on building an app which will help students learn more about the technological subjects of their curriculum. 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. As such, please talk out loud whenever possible about what’s on your mind during these tasks. Try to be as honest as possible, I promise, you won’t hurt our feelings.

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

Any questions before we start?

# Opening Ethnography

## Previous Experiences

* When was the last time you studied online?
  + What platform did you use?
    - Did you reach your goal?
  + Do you use multiple platforms to study?
    - How different are they?
* How frequently do you study online?
  + Do you have a specified timetable?
    - Do you have any specific time?

# Usability Tasks

## Login flow

|  |  |  |  |
| --- | --- | --- | --- |
| **Login Flow** | **Task Point** | **Notes** | **Pass/Fail** |
| **Enter email** | *The user was able to enter the email* | pass |
| **Enter password** | *The user was able to enter the password* | pass |
| **Click Login** | *The user correctly identified the login button.* | pass |
| **Login via Google** | *The user thought that this button was for sign up using google instead of login via google* | fail |
| **Redirect to main page** | *The user understood that this was the main home page* | pass |

## Sign Up flow

|  |  |  |  |
| --- | --- | --- | --- |
| **Sign up flow** | **Task Point** | **Notes** | **Pass/Fail** |
| **Click on sign up** | *The user identified that this was the sign up button but after the mis-judgement of log in via google* | Needs improvement |
| **Enter Email** | *The user was able to enter the email* | pass |
| **Enter Password** | *The user successfully entered the password on the field.* | pass |
| **Sign up via google** | *The user wanted to sign up using google but didn’t find any button to do so.* | FAIL |
| **Redirect to main page** | *The user that the home page was reached* | pass |

## 

# 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 cafe experience 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]