Alinta QLD Sign up user testing Script

Rundown

| Item | Duration in minutes |
| --- | --- |
| Paperwork and pre-questionnaire | 10 |
| Current site: Alinta QLD Sign up   * Desktop * Mobile | 15  5 |
| Proposed: Alinta QLD Sign up   * Desktop * Mobile | 20  5 |
| Post questions and wrap up | 5 |

Upon arrival

* Introductions
* Toilets
* Water
* Show to waiting area. Give consent form & pre-questionnaire

**Introduction & paperwork [10 mins]**

Thank you for your time today. Please sit in front of the computer.

Any questions about the consent form or pre-questionnaire?

It’s important that you know:

* We do not share your personal information
* When providing feedback, we do not use your name
* We will record this session
* The session is confidential, so please do not share what you have seen with anyone

**START RECORDING**

**What were you doing today?**

Today we need your help to improve our Alinta QLD Sign up form. We’ll look at our current Form and then at some proposed changes to the form. The new designs are a work in progress, so we’ll look at an unfinished prototype. Because it’s not finished it’s a great time to get your input:

* Not just on the colours and how it looks
* Also the type of information and how it feels to navigate
* Words or phrases you’re not sure of, anything that doesn’t quite make sense

We’ll start with a quick introduction, to understand who you are.

Thereafter we will ask you to use the website using the laptop here and will ask that you talk us through your thoughts and impressions.

Please note that:

* We can stop at any time
* Feel free to ask questions at any time
* Leave at any time

**Warm-up questions**

**Before we start, let’s find out a little bit more about you**

1. What utility providers have you looked into?
2. What have you done to help you decide e.g. talk to family/friends, look online?
3. Have you been to the Alinta website?
4. The kind of information you're looking for is …

**Let’s make a start please remember that:**

* This is not a test of your ability so don’t feel uncomfortable at any stage. You are helping give us feedback on the layout and design of the website.
* Please be honest and talk us through your thoughts.
* It helps us if you can say your thoughts aloud. This will give us an idea of what you are thinking and expect from the website, e.g. I’d click here because that’s of interest to me.
* Also tell us if you like something, or if there’s anything you dislike.

**Current site – desktop [15 mins]**

**Task 1: Expectations (2m)**

Let’s assume you’re thinking of switching electricity providers. You’ve heard Alinta offers a fair rate. Before we look at the page, can you tell me what information you would expect to find on the page/website?

**Task 2: Rates table; first impressions (10m)**

I’ll give you a few moments to have a look at the RATE TABLE.

| 1. What are your first impressions of the information presented in the rate table / accordion? |
| --- |
| 2. How does it meet or differ from your expectations? |
| 3. What catches your eye?  4. What are some factors you may need to understand to help you calculate your electricity usage?  5. If you had a question about your current usage, how could you get an answer quickly? |

**Task 3: Information seeking (5m)**

| 1. What are some advantages of switching to Alinta? |
| --- |
| 2. How can you go about switching to Alinta? |
| 3. How do you apply for an Alinta account? Is there anything you need to do or know before you apply? |
| 4. Is there any criteria you need to fulfill in order to apply for an Alinta electricity account ? |

**Task 4: ALINTA Navigation CTAs (link relevance & user expectation questions) (5m)**

What do you think each of the Flick, Switch and Sign up calls to action buttons do?

* How meaningful to you are these calls to action / links / buttons?
* **Switch now**; what does that indicate to you?
* **Sign Up**; what do you think will happen upon clicking sign up?
* **Find out more**; what information would you expect to see?

|  |
| --- |
|  |

**Current site – mobile [5 mins]**

Let’s have a look at what this is like on a mobile device.

| What did you expect it to be like on a mobile? |
| --- |
|  |
| Impressions / comments |
| 1. Please give the Alinta current website a rating from 1-10 where 1 is woeful and 10 is wonderful?  \_\_\_\_    1. Why? What was good about the current site?  2. What other improvements would make it even better for you? |

**Proposed design – desktop [20 mins]**

[**https://www.test.alintaenergy.com.au/sales/**](https://www.test.alintaenergy.com.au/sales/)

Let’s now have a look at the proposed design for the same switch activity. Again we’ll start on the desktop and then have a look at the mobile version. Double click the shortcut on your desktop to open the new website (this will be Tiffs prototype which was built in html therefore it behaves as expected in a browser - participants won't be using the invision prototypes)

**Task 1: Impressions (5m)**

| 1. What are your initial thoughts? |
| --- |
| 2. What are some of the differences you can tell me about? |
| 3. CTA relevance & user expectation questions: What do you think each of the Flick, Switch and Sign up calls to action buttons do?   * Now how meaningful to you are the / links / buttons in the new website? * **Switch now**? * **Sign Up**? * **Find out more**? |
| 4. What else catches your eye? [Likes/dislikes?] |

**Task 2: Information seeking and navigating (12m)**

|  |
| --- |
| 1. If you were looking for the rate does the 25% have more meaning to you now? i.e. Does the new rapid sign up process make the rate seem less relevant to your signing up? |
| 2. How would you go about applying now, take me through the steps? Is there anything you need to do or know before you apply to Alinta? |
|  |

**Proposed design – mobile [5 mins]**

SWAP TO MOBILE VERSION OF HOME PAGE ON A MOBILE

**Task 1: Exploration and comments (5m)**

| 1. What are your initial thoughts? |
| --- |
| 2. What are some of the differences? |

**Post questionnaire & wrap up [5 mins]**

Couple of questions before we wrap up.

1. Please give each of the designs a rating from 1-10 where 1 is woeful and 10 is wonderful?

CURRENT: \_\_\_\_\_ PROPOSED: \_\_\_\_\_

1. Why? What was better/worse about the proposed design?

2. What other improvements would make it even better for you?

3. What does a tariff mean to you?

Thanks for your time today.

Any questions for us?

STOP RECORDING

* Check toilet needed
* Escort to lifts