

## **Activity introduction**

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

This activity will help you understand how to write scripts for user interviews. A script, also called a discussion guide, is a list of tasks and follow-up questions a researcher presents to participants in the interview portion of a usability study. Using a script in your research plan gives you a clear understanding of what a user is trying to do, how they think and feel, and what their problems are. Making a habit of writing scripts for your research plans will improve your ability to understand your users and identify solutions that address their needs. The tasks and follow-up questions in the script should be based on the research questions and KPIs you chose earlier in the study plan. A well-rounded script is:

Open-ended: Task and follow-up questions encourage discussion and reflection rather than short "yes or no" responses

Objective: Tasks and follow-up questions don't try to lead participants toward a particular answer or introduce the researcher's personal bias

Goal oriented: Tasks and follow-up questions relate directly to the research goal

In addition to your tasks and follow-up questions, a script should always include an introduction at the beginning. This will allow you to gather important demographic data, set a professional tone for the interview, and help your participant feel comfortable. A good introduction will:

- . Ask for the participant's consent to record the interview
- . Inform the participant that the interview is not a test, and that no answer is wrong
- . Assure the participant that it's okay to ask questions, and explain why their data is being collected
- . Ask for basic information that gives you insights into the participant's relationship with the product and helps them settle into the interview

In the interview, you'll be giving tasks to your participants and recording how they respond. Afterward, you'll ask the participant follow-up questions to see what their experience was like. You'll write a task prompt and follow-up question for each task you want your participants to complete. These will be based on the KPIs you chose earlier in your study plan. Here are a few tips when coming up with tasks for your usability study: Tasks should be based on your research goals

Tasks should be specific

Tasks should make participants take direct action

Tasks shouldn't provide clues on how to complete a task

In this activity, you'll write task prompts and follow-up questions for the script section of your UX research study plan for the CoffeeHouse app.

To view the CoffeeHouse business scenario for this course item, click the link below and select "Use Template."

Link to scenario: CoffeeHouse business scenario

OR

If you don't have a Google account, you can download the scenario directly from the attachment below.

After completing this activity, you'll have the opportunity to compare your work to a completed example in the following course item.

If you're feeling stuck, think back to your research goal and the other parts of the research plan for inspiration.



## **Step-by-step instructions**

Step 1: Access your UX research study plan template

If you've completed the previous UX research study plan activities, you should have a plan document that you've been working in based on the UX research study plan template. You'll want to add the script you'll be writing in this activity to the same plan document.

As a reminder, to use the template for this course item, click the link below and select "Use Template."

Link to template: <u>UX Research Study - Plan [Template]</u>  $\Box$ .

OR

If you don't have a Google account, you can download the template directly from the attachment below.

## Google UX Design Certificate - UX Research Study Plan [Template] DOCX File

Step 2: Write your script

Write a script containing tasks and follow-up questions for participants. It should include:

An introduction section

Prompts for each task you'll assign study participants

Follow-up questions you'll ask study participants

Here is an example provided in the course for a dog walking app that you can use as reference:

Dog walking app — UX research study example: Script

Intro:

Before we begin, do I have your consent to take both audio and video recordings of this interview?

I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.

If you have any questions, please don't hesitate to ask.

This data is being collected to help improve a dog walking app. Your answers will help us make the app easier for people to use.

Basic questions:

What kind of city or town do you live in?

Do you have parks near your house?

How many dogs do you own?

What kind of dogs are they?

How many times a week do you walk your dogs?

Do you have enough time in the week to walk your dogs?

Can you talk me through a normal day in your life?

Great! If you're ready, let's move onto the tasks you'll be working on.

Prompt 1: Pick a date and time to schedule a dog walker.

Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a dog walker?

Prompt 2: Select a dog walker.

Prompt 3: Confirm booking of dog walker and complete the checkout process.

Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?

Prompt 4: From the homepage, figure out where you would go to edit your address.

Prompt 5: How did you feel about this dog walking app overall? What did you like and dislike about it?