

Protocol: Plant Social Evaluation

Intro:

Thank you for agreeing to participate. For the next 30 minutes, we are going to be looking at an app to gain insight into how you would use it and how to make it more user friendly. This is not a test on you, we are just evaluating the app.

While you use the app, I would like you to “think out loud” and let me know what you are doing and thinking. What do you like, dislike, surprises, confusion, and any other thoughts?

Do you have any questions before we start?

Background

To start off, I am going to ask a few questions about your previous experience with obtaining information on plants.

1. How have you gone about getting plants or plant info previously? Anything specific you used?
2. *(If has used any apps/websites)* Is there anything more you would've liked to help you get your plants/plant information?
3. What are your priorities when it comes to getting information on plants, such as how often to care for a certain plant, what soil to use, etc.

Task 1

Propose you have a plant that you would like information on how to take care of. You don't know the name of the plant but you want to learn about it. Describe your method of finding information on your plant in order to take care of it.

If they found out what their plant is, how did they find out (method)?

On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this app design to accomplish this task? Why?

Task 2

Imagine you have this unique plant and would like to share it with others. How would you go about sharing this plant?

On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this app design to accomplish this task? Why?

Task 3

If you see someone's plant on the app and you are interested in obtaining that plant how would you go about doing so?

On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this app design to accomplish this task? Why?

Task 4

Say you just got a new plant and want to find information on how to take care of it how would you go about doing so?

On a scale from 1-5, where 1 is “Very Difficult” and 5 is “Very Easy” how would you rate being able to use this app design to accomplish this task? Why?

Wrap-up

Now that you have used the app, I want to know more about your impressions of it. Overall, what do you like the most about it?

What did you dislike the most about it?

Are there any additional features you would like for it to have?

Think back to the task where we asked you to find information about a plant. What are your thoughts on using the search feature and the camera feature?

Are there any other thoughts or comments?

Thank you again, your feedback will help the team improve the website!