

# Yak-Again Protocol

Moderator: Bret McNamee

Interviewer: Jacob Tessman

Test Subject: Kevin Buffardi

Thank you for consent and your participation in this formative study for our app, Yak-Again. For the next 20 to 30 minutes, we are going to be observing you as you navigate the app and attempt to solve the problems that we present you with, as well as obtain your opinion on certain aspects of the app. Please keep in mind that we are testing the usability of our app, and not you.

Before we begin, what are the types of social media that you use in your life? Have you used Yik-Yak before?

What are the kinds of problems that they solve for you?

1. To start, please observe all of the fields that you would need to fill in to create an account. What are your general thoughts on them? (**Moderator: Pay attention to their facial expressions**).

1a. If the user doesn't mention the fact that they need to give their college credentials, then ask them if they have any problems with giving them.

2. You want to see what people are posting about the WREC. How can you see posts that are about the WREC? **(Moderator: time them)**

3. You want to change your profile picture so that people will trust you more when meeting people in real life. What are the steps that you would go through to get that done? **(Moderator: time them)**

4. Ask the user to "please 'have a look around' the app" and ask the user to describe a few of the pages that they come across. **(Moderator: Pay attention to the order they looks at things and the time they spend on each section)**

**Summary/Conclusion Questions:**

1. What are the features that stick out the most to you/intrigued you the most?
2. What features would you add?
3. What features would you take away?