

User Testing Script

INTRODUCTION

Thanks for taking some time to talk with us today. We're working with an education company exploring a new opportunity to offer new meal options to their students. WE are working on a mobile app that would help people to buy coffee or tea and sweets online and have them delivered to them at their home or wherever they are. 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. The prototypes we'll be testing are incomplete - As such, please talk out loud whenever possible about what's on your mind during these tasks. When you're going to enter text, please say what you'd like to type. Most importantly - try to be as honest as possible, I promise, you won't hurt our feelings.

If recording: 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?

THE TASK

- Sign up for the application
- Go to 'coffee' menu
- Order:
one regular cappuccino with almond milk
- Go to the 'cakes' menu
- Order:
one 'Black Forest' cake
- Go to 'Cart'
- Push 'Continue to Checkout' button
- Enter the address
- Enter cart data
- Push 'Make an Order' button

THE QUESTIONS

Sign Up

Q - Talk out loud and tell me what everything on this screen means to you?

Q - Let's say you were to login, how would you do that?

"Coffee menu" selection

Q - Talk out loud and tell me what everything on this screen means to you?

Q - What do you think the little icons on the bottom do?

Q - What do you think the little icons on the top do?

"Coffee" menu (select Cappuccino)

Q - Talk out loud and tell me what everything on this screen means to you?

Q - Is there any information that is missing?

“Coffee” selection (add Cappuccino to cart)

Q - Talk out loud and tell me what everything on this screen means to you?

Q - Are we missing any toppings or milk that you would order?

Q - What do you think the “Add to Cart” button will do?

“Cake” selection (add Black Forest to cart)

Q - Talk out loud and tell me what everything on this screen means to you?

Q - Is there anything that is missing?

“Checkout” procedure

Q - Talk out loud and tell me what everything on this screen means to you?

Q - What do you think ‘ plus/minus’ buttons will do?

Q - Is there anything that is missing?

“Make an Order” procedure

Q - Talk out loud and tell me what everything on this screen means to you?

THE OUTRO

The wish list questions:

Q - Based on everything that you’ve seen. Let’s say we gave you you a magic wand, you can get anything in the application...

What is your wish?

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 delivery service 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]