Usability Test Script: Triply

Introduction

Hello and thanks again for taking the time to participate in some user testing for us. I'm Megan, the designer working on this project, and this is Liv, our lead developer who'll be observing and taking notes during the session.

Before we get started, I'd like to explain to you what we're going to be doing today so you know exactly what to expect. I'll also give you some context regarding what it is we're testing and why.

Today, we'll be asking you to try out a new travel app called Triply and do a few activities using the app. We'd like to understand what works well about the app, as well as what doesn't work well. Please remember that we're testing the app and not you! There are no right or wrong answers—we simply want to hear your honest thoughts and opinions. To that end, please don't worry about hurting our feelings. We can only understand what doesn't work and make improvements if you supply us with candid feedback.

We'll start by asking you a few general questions about travel apps, then move onto some activities using the Triply app. When you're looking at the app, we'd like you to "think out loud" as much as possible to let us know what you're thinking and feeling as you explore the app. For example, you might let us know if you were expecting to find a particular piece of information after clicking on a link but the information provided was different than what you were expecting.

If at any time you find yourself confused or unsure as to what you're supposed to be doing, that's fine! Simply let us know and we'll get you back on track. You should also feel free to let us know if you need a break at any point during the testing session or if you'd like to end the session early.

Finally, before we get started, would it be okay if we were to record your screen and voice during this testing session? The recording will only be used by the project team to help us understand where we need to improve the app and won't be shared outside the company. Is that okay?

Do you have any questions so far?
Are you ready to continue?
Okay! We'll start recording and begin the session.

Personal demographic questions

[Demographic information has already been collected from participants during the recruitment process, so it won't be asked here]

Background questions

Before we take a look at Triply, we have a few short questions we'd like to ask you to help us get a better understanding of how you might use Triply:

- When you travel, do you use any apps or websites to help with planning your trip? If yes, which ones? If no, why?

- Do you tend to use travel apps/websites before a trip to do research? Or during your trip? Or both?

- Are there any specific aspects of a trip that you would use a travel app for? (e.g., finding good places to eat, etc.)

Open-ended questions

Thank you for answering those questions. Now, we'd like to show you the Triply app and start by getting your initial impressions of the app.

Spend some time looking over this [the home screen] screen. Without clicking anywhere just yet, can you tell us your first impressions? What you like and don't like, what you think about the information displayed on the page, or any other thoughts you might have? Remember to think out loud as much as possible.

Now that you've taken a look at Triply, can you tell us what you think the purpose of the app is?

Thank you. Now, we'd like to ask you to try out some activities using the Triply app

Tasks

We'll now give you two scenarios and their corresponding activities. As you complete each activity, we'd like you to think out loud and tell us what you're thinking and feeling as you navigate through the app.

1. You're planning a trip to Barcelona, Spain and would like a travel guide that gives you information about tourist attractions in Barcelona. Using Triply, find a travel guide that helps you discover what tourist attractions Barcelona has to offer.

2. You've found a lot of attractions in Barcelona that seem interesting and have begun to create a trip itinerary. While you're in Barcelona, however, you'd also like to try some great Spanish food. Use Triply to find some places recommended by locals for dining out in Barcelona.

Wrap-up

Okay! That's the end of the session. Thank you for participating and helping us better understand how we can improve Triply. Before you go, do you have any other questions or feedback for us?