

Yaystack Usability Testing Script

1) Introduction:

Yaystack is an app where you find recommendations and deals from your friends. “The best finds from your best friends. Yaystack is a social network for referrals and recommendations.” Users will post recommendations for their favorite goods and services, and once shared, will activate deals.

This session will test the ease and delight in which you can scroll through and search for deals. This test will address:

- How evident and easy it is to sign up
- Post a recommendation
- Search for deals by location
- Add a friend

Please note this testing is for ease of use and layout, specific content may not be available at this time.

- Please provide honest and candid feedback, please think out loud throughout the process
- For notetaking purposes, may I record you
- Do you have any questions before we begin

2) Scenario: You just heard about Yaystack through a good friend and you want to check it out

3) Yaystack Usability Testing Tasks:

- Open app, scroll through and get a general feel for the app
 - How easy/evident
 - What did you expect
 - Any challenges
- Sign up for the app
 - How easy/evident
 - What did you expect
 - Any challenges
- Search for good or service of your choice (note specific item may not be available, in which case please search for different item)
 - How easy/evident
 - What did you expect

- Any challenges
 - Search for food/beverage or restaurant in your area (by location)
 - How easy/evident
 - What did you expect
 - Any challenges
 - Post a recommendation
 - How easy/evident
 - What did you expect
 - Any challenges
 - Add a friend
 - How easy/evident
 - What did you expect
 - Any challenges
- 4) Questions: I'm going to read some statements and I'd like you to tell me the extent to which you agree or disagree with the statement.
- On 5 point a scale,
- 1 meaning you strongly disagree
 - 2 meaning you disagree
 - 3 is neutral
 - 4 is agree
 - 5 is strongly agree
- Overall, were the tasks easy to complete
 - Was the app easy to use
 - Were you able to navigate with ease
 - Were the symbols and was the wording easy to understand
 - Would you personally use the app
 - Would you recommend this app to a friend
- 5) Closing thoughts:
- Look and feel
 - Anything confusing or challenging
 - Anything else you'd like to add

Thank you so much for your time, your feedback is valuable to us!