

Hi , my name is \_\_\_\_ and I'm a student at the University of Sydney conducting some research into online shopping and delivery experiences. We're looking to improve the experience in our mobile application for a drone delivery service. The interview will run for about 20 minutes. I'll first be asking some background questions about yourself, and then i'll ask you to complete a set a tasks on a our mobile app for drone deliveries.

Just to let you know we are recording the audio for this interview. We are only using the recording for note taking purposes and they will not be distributed, so don't worry.

This is a casual conversation, so feel free speak your mind. If there aren't any questions, let's get started.

## **Personal Background**

1. Full name?
2. Age?
3. What do you do for a living?
4. On a scale 1 to 5, with 5 being "Always" and 1 being "Never", how often do you use your mobile phone?

## **Online Shopping Experience**

1. How often do you shop online/get items delivered to your home?
2. How has your experience been generally? (Good? Bad?)
3. Do you usually shop on desktop or mobile?
4. Have you had any experience with delivery apps?

## **Online Shopping Experience**

Let's begin with the second section of the session. I will be showing you a website (on a mobile phone) and then a mobile app prototype for a drone delivery service made for the purpose of this session. Keep in mind that this is not a real app and it's not associated with any brand or company.

Do you have any questions?

Section	Scenario	Questions	Notes
1. Website	<p>You're on the The Iconic website, and you've already added a pair of shoes to your checkout cart.</p> <p>You can click 'CONTINUE' to go continue on to the 'DELIVERY' section.</p> <p>Now you're on the first page of the Delivery section.</p> <p>Let's assume you've already selected the "Drone Delivery" option.</p>	<ul style="list-style-type: none"> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	
2. Website - Delivery Options (Day)	<p>Let's assume that you've already selected the day of delivery.</p> <p>Now you can click on "Select" (only after asking questions)</p>	<ul style="list-style-type: none"> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	

3. Website - Delivery Options (Time)	<p>Let's assume that you've already selected the time of delivery.</p> <p>Now you can click on "Select" (only after asking questions)</p>	<ul style="list-style-type: none"> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	
4. Website - Delivery Options (Address)	<p>Let's assume that you've already selected the address of delivery.</p> <p>Now you can click on "Select" (only after asking questions)</p>	<ul style="list-style-type: none"> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	
5. Website - Delivery Summary	<p>Now that you've input all your details, you're taken to a summary page</p>	<ul style="list-style-type: none"> <li>• How do you feel about this page?</li> <li>• What do you think the options at the bottom mean?</li> <li>• Can you read the fine print aloud for me?</li> <li>• What do you think it means?</li> <li>• How do you feel about that? Would you click 'Yes' or 'No'? Why?</li> </ul>	

6. Website - Payment Details	Imagine you've input all your payment details. You can click on "Place your order".		
7. Message Notification	<p>You've confirmed your purchase, and you receive a text message on your phone.</p> <p>Now you can click on the notification. (Only after asking question)</p>	<ul style="list-style-type: none"> <li>• How do you feel about this?</li> </ul>	
8. Message	<p>You open the message.</p> <p>Now you can click on the link provided in the message (Only after asking questions)</p>	<ul style="list-style-type: none"> <li>• Can you read the text aloud for me?</li> <li>• Do you find this information useful? Why? Why not?</li> <li>• How do you feel about this?</li> <li>• Would you prefer to do parcel tracking through the app or through a postal carriers website?</li> </ul>	

<p>9. App Sign In/Create Account</p>	<p>Let's say you've downloaded the app. You've now just opened the app and this is the first thing you see.</p> <p>You can go ahead and click on "Create Account"</p>	<ul style="list-style-type: none"> <li>• Go through the account creation process tell me what you think as you go through the steps</li> <li>• How do you feel about the account creation process?</li> </ul>	
<p>10. Your Delivery</p>	<p>Your account has been created, and you've been taken to this page.</p> <p>Now you can click on "Confirm" (Only after asking questions)</p>	<ul style="list-style-type: none"> <li>• What do you think this page is about?</li> <li>• How do you feel about this? (seeing this page right after account creation?) Why?</li> </ul>	
<p>11. App - Delivery Options (Address pt.2)</p>	<p>Previously when you purchased your package you entered your street address.</p> <p>With Drone Deliveries you can deliver straight to your Apartment balcony.</p> <p>You can select 'Set up' to get this process started.</p>	<ul style="list-style-type: none"> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	

12. App - Delivery Options (Address pt.3)	Assuming you've selected "Unit 13", now you can click on "Select" (only after asking questions)	<ul style="list-style-type: none"> <li>• What do you think this page is about?</li> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	
13. App - Delivery Options (Address pt.4)	Assuming you've selected the "balcony", now you can click on "Select" (only after asking questions)	<ul style="list-style-type: none"> <li>• What do you think this page is about?</li> <li>• What are your thoughts on this page?</li> <li>• What do you like about this page?</li> <li>• Do you have any concerns?</li> </ul>	
14. In Dispatch	<p>You are now on your order tracking page.</p> <p>Now you can click on the bottom of the page. (Only after asking questions)</p>	<ul style="list-style-type: none"> <li>• How do you feel about this page?</li> <li>• Do you have any concerns?</li> <li>• What do you like / not like about this page? Why?</li> </ul>	
15. Message Notification 2	<p>It's the day of the delivery, and you've just gotten a message letting you know that the drone has been dispatched.</p> <p>You can click on the notification.</p>	<ul style="list-style-type: none"> <li>• How do you feel about this?</li> <li>• Do you like having this message? Why? Why not?</li> </ul>	

16. In Transit	<p>You are taken to the same tracking page as before.</p> <p>Now you can click on the bottom of the page. (Only after asking questions)</p>	<ul style="list-style-type: none"> <li>• How do you feel about this page?</li> <li>• Do you have any concerns?</li> <li>• What do you like / not like about this page? Why?</li> </ul>	
17. Landing	<p>It is now 8:30 PM, and the drone has arrived on schedule.</p> <p>You are shown this page on your mobile as the drone begins its landing.</p> <p>You can now click on "Please stand clear" (only after asking questions)</p>	<ul style="list-style-type: none"> <li>• How do you feel about this?</li> <li>• Do you have any concerns?</li> </ul>	
18. Sign Off	<p>The drone has landed and you are taken to the "Arrived" page.</p> <p>Before you click Sign Off can you tell me what you expect will happen next?</p>	<ul style="list-style-type: none"> <li>• How do you feel about this?</li> <li>• Do you have any concerns?</li> <li>• How do you feel about the Sign Off process?</li> </ul>	

19. Leaving	<p>You are shown this page on your mobile as the drone begins its take off.</p> <p>You can now click on “Please stand clear” (only after asking questions)</p>	<ul style="list-style-type: none"> <li>• How do you feel about this?</li> <li>• Do you have any concerns?</li> </ul>	
20. Success Message	<p>Your parcel has been delivered successfully and you are shown this message.</p>	<ul style="list-style-type: none"> <li>• How do you feel about this page?</li> <li>• Do you have any concerns?</li> </ul>	

## Closing Questions

No that you have experienced this would you feel comfortable using a service like this? Why? Why Not?

How did you feel about the entire process?

That’s all for today, thank you very much for your time.