ENROUTE APP: USER TEST

You probably already know, but let me explain what this is all about:

I'm testing a website that I'm working on to see what it's like for actual people to use it.

I want to make it clear right away that we're testing the site, *not* you. You can't do anything wrong here. In fact, this might be the one place today where you don't have to worry at all about making mistakes.

I want to hear exactly what you think, so please don't worry that you're going to hurt my feelings! I want to improve it, so I need to know honestly what you think.

As we go along, I'd love it if you could think out loud, either by telling me what's going through your mind as you use the website, or alternatively, to jot down as many thoughts- criticism, questions, or otherwise- you have, if you feel more comfortable writing. I can't stress enough that this will be incredibly helpful.

If you have questions, just ask. I may not be able to answer them right away, since I'm interested in how people do when they don't have someone sitting next to them, but I will try to answer any questions you still have when we're done.

Do you have any questions before we begin?

Before we look at the site, I'd like to ask you a few quick questions.

First, what's your occupation?

Roughly how many hours a week would you say you spend using your cell phone for Internet and/or apps, including email?

How do you typically spend that time? For example, in an average day, what do you generally do at work and/or at home via mobile apps and web?

Do you have any favorite web sites? Favorite mobile apps? Most useful sites or apps you use?

Do you regularly use your mobile phone for maps, gps, directions, and/or navigation? Do you access navigation tools via other devices?

Okay, great. We're done with the questions, and we can start looking at things.

Some initial context (just the bare minimum):

This is a website demo for an app that you might download onto your mobile device. So, though you'll be interacting with it through a web browser, the goal is for this to be used as a mobile application.

Now, I'm just going to ask you to look at the page and tell me what you think the website is, what strikes you about it, and what you think you would click on first.

(For a moment, don't actually click on anything, just tell me what you are most compelled to click.)

Next, there are some tasks I'd like you to run through.

Again, as much as possible, it will help if you can try to think out loud or frequently take down notes so I can see as much of your thought process as I can.

- For a few minutes, feel free to look around and click on anything you want. What are your initial impressions? What do you think the main features might be?

- If you wanted to create an account, what would you intuitively try to do first? Is this feature easy, moderately easy, difficult, or impossible to locate?

- Do there appear to be any benefits to creating an account?

- Try to get directions from a starting location to ending location. How would you first go about doing this? What things did you try, and how easy or difficult is

the process?

- Follow the route for a few instructions, and then search for a new place that's close to your route. What are your thoughts, impressions, and difficulties?

- Try to add one of these places to your existing route. What are your thoughts, impressions, and difficulties?

- Does this app seem different than other navigational tools you've used? If so, how (both positive and negative)?

- What do you think would improve it? This is totally open-ended, and could be different features, interface improvements, layout changes, or literally anything else you happen to think of!