

Memory Tour Test Script and Tasks

Script introduction

Hello! Thank you again for offering to participate in this usability test. I'm Greg and I am the designer behind the new scavenger hunt app, Memory Tour. I'll also be walking you through the test session today. My goal is to find out if I've made design choices that make it easy and enjoyable for users to complete a few key tasks in the app. This session should take about 10-15 minutes.

You will be testing an incomplete prototype that only contains the pages and functions I thought would be essential for completing key tasks in the app, but it's likely there are some important things I've overlooked. That's why you are essential to the design process! Your interactions with the prototype will show me what's working well and help me uncover problems in my design. If you have any questions as we go along or if anything is confusing or frustrating, please let me know. Remember, this test is about the app, not your performance. Everything you do is a success in that it gives me the data I need to make improvements. There are no right or wrong answers or actions and you don't need to worry about hurting my feelings if you talk about things you don't like in the prototype.

I'll start by asking you a few questions about yourself then I'll put a link to the prototype in chat here on Zoom. Once you open the prototype, I'll ask you to share your screen while I ask you more questions about what you're seeing and have you complete a few tasks using the app. While you're doing these tasks, I'd love for you to think out loud as much as possible so I can get a sense of what you're thinking and feeling as you interact with the prototype. Tell me what piques your interest, why you're clicking a certain button, or if something looks really weird.

<i>If consent form has been completed:</i>	<i>If consent form has not been completed:</i>
<p>Last thing before we get started: I see you have already signed and returned the consent form I email you. Thanks for doing that! Just a quick reminder that I am making a recording of this session which will only be used to help me figure out how to improve my app. When we get started working with the prototype, that means I will also be recording your screen as you share it. These recordings won't be seen by anyone other than me and my teachers.</p>	<p>Last thing before we get started: I sent along a consent form in earlier emails which I hope you had a chance to read and sign. A quick reminder that I would like to make a recording of this session which will only be used to help me figure out how to improve my app. When we get started working with the prototype, I will also be recording your screen as you share it. These recordings won't be seen by anyone other than me and my teachers. May I have your verbal consent to record video, audio, and screen share from this session? Start recording</p> <p>Thanks so much! Could you say that one more time so we have it on record? Great, thanks!</p>

Do you have any questions so far?

Ok, here we go!

Demographic questions

What are your pronouns?

Which range contains your age? 18-24, 25-34, 35-44, 45-54, 55-64, 65+

What city do you live in? Would you describe it as urban, suburban, or rural?

Background questions

Now, I'd like to know a bit about your social habits.

Do you use any apps to interact with friends? If yes: Tell me about some of your favorites. If no: Do you have other ways you like to connect with friends?

Do you play any social games online? What do you like about your current favorites?

Have you engaged in a scavenger hunt or any guided tour activity in the past year?

Open-ended questions

Alright! Now it's time to take a look at the Memory Tour prototype. I have just put the link in chat (<https://xd.adobe.com/view/30324e70-80e3-4eb1-8c38-cf879c7a8756-6561/>) which you can go ahead and click then I'd like you to share screen of your browser window here in Zoom before you click anything in the prototype.

Take a moment to look over this screen. Before you start clicking around, tell me your first impressions of the site. What's drawing your interest? I'd like to hear all the thoughts going through your head.

What might you have been looking for if search results brought you to this page?

That's all helpful to hear. Let's start using the prototype. I'm going to give you three different scenarios and I'd like to watch you work through the activities by clicking around the prototype. Remember to think out loud as much as possible. And feel free to explore things that look interesting; I'll help guide you back to the task if you go down a rabbit hole.

Tasks

Here's your first scenario which will start here on the homepage:

Scenario 1:

You're meeting up with some friends in Minneapolis and think it might be fun explore the city by following a local scavenger hunt. Using Memory Tour, find a scavenger hunt that will take you around Minneapolis.

Nice job! On a scale of 1 to 5, how easy was it for you to complete that task? Why did you give a score of [X]?

Ready for your second scenario? You can start from this tour page or navigate back to the homepage.

Scenario 2:

Your friend has a birthday coming up and you'd like to put together a scavenger hunt with some friends as a celebratory activity. Use Memory Tour to make a custom scavenger hunt for your friend's birthday.

Super! On a scale of 1 to 5, how easy was it for you to complete that task? With 1 being easy and 5 being difficult. Why did you give a score of [X]?

Two down, one to go. Are you ready for the last scenario? We'll start from the home page, but when you navigate to home this time, you'll see logged in homepage of someone who has created an account and interacted with the app for a bit.

Scenario 3:

You got a lot of great pictures during a recent scavenger hunt and you want to share them with your friends. From your personal Memory Tour page, choose a few photos to share.

Great! On a scale of 1 to 5, how easy was it for you to complete that task? With 1 being easy and 5 being difficult. Why did you give a score of [X]?

Wrap-up

That's it for the test! Overall, how satisfied would you say you were with this app during these scenarios? Use a scale of 1 to 5 with 1 being dissatisfied and 5 being highly satisfied. What factored into your score of [X]?

Thank you so much for helping me better understand how I can improve Memory Tour. Before you go, do you have any other questions or feedback for me?