1:1 User Interview & Concept Testing

Robert Lee, part 2

Overview

The team has created a design concept which they believe addresses key State Agency Requester jobs, pains, and gains related to finding and ordering hardware/software/services.

We will gather qualitative data by conducting a live facilitated usability test via screen share with individuals who match our Requester persona. The subject will have access to a clickable InVision prototype.

Learning Goals

Validate that home page's value proposition is apparent to a new visitor.
Our hypothesis is that a requester will be able to see answers to two key needs within the experience:
- "I want a hardware recommendation from CDT"
- "I want to explore and compare options"

When given specific goals, Requester can quickly find relevant IT hardware/software/services.
- Order Flow: "Can you please order a CDT-recommended desktop?"
- Comparing options: "Can you please show me how you would find all options for Performance Desktops?"

Take Aways

At a glance, Robert was able to describe the purpose and content of the site. He understood that the recommendations on the homepage are aligned with end-user needs.

The recommendation and order flow were completed quickly and with few questions, his main question was if he could customize computer (improve processor speed).

It took Robert a few seconds to go to the top navigation while searching for categories. I am interested to see if other users are looking elsewhere for this information.

What was particularly noteworthy or an emotional response?
- Robert has an expectation that the websites he visits treat him like a savvy consumer
  - "I always look for the best deal", referenced Apple's corporate purchasing page "There are big pictures everywhere" [on the home page]
- Very concerned about shipping time.
- The Thin Client option may produce some confusion for people who don't understand how they work.

Test Script

Introduction to the session

Thanks for taking the time to meet again! How's your week been so far?

As you know, my team is constantly trying to improve their product, and getting your candid feedback is a really important part of that.

I try to keep these sessions pretty informal, and it's my goal to respect your time--keeping our conversation under the scheduled 30 minutes. I'm here to learn from you today. I'll ask a lot of questions, but I'm not testing you. There are no right or wrong answers.

During our time together, please think aloud. I'd love to hear a running commentary on what you're doing. Tell me what you're trying to do and how you think you can do it. If you get confused or don't understand something, please tell me. If you see things you like, tell me that too.

Since I didn't design this, you won't hurt my feelings or flatter me. In fact, frank, frank feedback is the most helpful.

I'm going to share an website link, but only *small portions* of the experience are interactive. You can click anywhere on the screen to see blue highlights around what's clickable. Since this is a test, you can do whatever you'd like, there's no need to worry about changing or breaking anything. (*share direct link:* https://invis.io/9PAIRI84H)

Do you have any questions before we begin?

Tasks

Show the Home Page
- **Can you tell me what you think this site is about?**
    - "Some popular configurations, options for computers"
    - "[Design] Seems very basic, not much going on, not pretty but will do it's job"
    - "Feels like it will work on mobile"
        - "I could probably order this on my phone"
    - "The titles are clear, they make sense to what the person would do with the computer"
    - Robert was drawn to the Thin Client option. I asked him what Thin Client means.
        - "It takes up less of your desk space, like a Mac Mini."
            - The current site doesn't define Thin Client
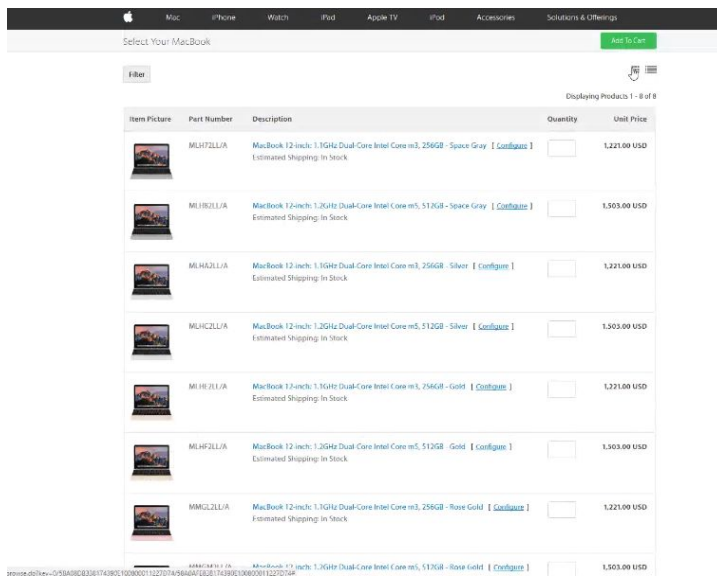
Order Flow experience
- **Can you please order a CDT-recommended desktop?**
    - Robert scrolled to "Everyday Computing" on the Homepage and clicked the image
    - First thing he looked for on Detail view was processor specs
    - Wanted to understand if he could choose processor speed during checkout

Comparing Hardware Options
- **Can you please show me how you would find all options for Performance Desktops?**
    - Didn't go to navigation right away, eventually went there on his own
    - He chose Desktops header in nav
    - When landing on List view, "I like the details, I can read the important things quickly" He noted looking for the following:
        - Processor
        - Windows OS
        - Storage size
        - RAM
        - Noted that he "didn't care about keyboard & mouse (usually the pack-ins are bad anyway), some of this stuff looks like a little bit too much information"

Based on our discussion today, what's on your mind?
- "I guess the government doesn't offer any specials or deals...**I always try to look for the best deal**"
- Free upgrade or better processor for same price, I guess that's more consumer-level
- "More visuals, I guess?"
- "Assuming people who read this thing aren't very technical, it might be good to have a blurb somewhere or questionnaire to help them narrow down their choices"
  - More recommendations and filtering beyond just the basics on this page.
  - Something more expansive than home page list based on their needs
  - "Like 3 questions and give them a recommendation"
    - "Do you need a REALLY fast computer?"
    - "Do you need the item quickly?"
      - "I don't want to customize and then realize it doubled shipping time"
      - "I'm assuming I could get these in less than a week, right? - the question "how fast can I get this thing?" is important"
    - "Do you want something mobile?"
  - "Use order data and customer feedback to shrink the options"
- Robert asks if he can show his Apple ordering experience, I say yes.
  - Homepage: "Big pictures everywhere"
  - "Ordering is kinda weird, the grid is too much information, likes the bigger view"
  -
  - Shows configuration page

Keyboard and Documentation

Configure your MacBook with the following keyboard language options along with the language of the included documentation.

○ (065-C44J) - Backlit Keyboard (English) / User's Guide (English)
○ (AZ065-C44J) - Backlit Keyboard (Arabic) / User's Guide (Arabic)
○ (BQ065-C44J) - Backlit Keyboard (British) / User's Guide (English)
○ (DZ065-C44J) - Backlit Keyboard (German) / User's Guide (German)
○ (EZ065-C44J) - Backlit Keyboard (Western Spanish) / User's Guide (Western Spanish)
○ (FZ065-C44J) - Backlit Keyboard (French) / User's Guide (French)
○ (IZ065-C44J) - Backlit Keyboard (Italian) / User's Guide (Italian)
○ (J7065-C44J) - Backlit Keyboard (Japanese) / User's Guide (Japanese)
○ (KQ065-C44J) - Backlit Keyboard (Danish) / User's Guide (Danish)
○ (NQ065-C44J) - Backlit Keyboard (Norwegian) / User's Guide (Norwegian)
○ (SQ065-C44J) - Backlit Keyboard (Swedish) / User's Guide (Swedish)

Recommended Accessories

AirPort

With AirPort Express or AirPort Extreme, it's easier than ever to set up and manage a secure wireless network. A ... recommended for apartment, smaller home or dorm. AirPort Extreme is recommended for larger home, office o...

○

Close

Thanks so much, this has been incredibly helpful.

[*Highlight one or two specific points from the session*]

Your input is really valuable for me and the team as we think about the next steps for these ideas. I really appreciate your taking the time, and for answering all of my questions. Thanks again!