

Email to Participant

Hello, Thank you for being willing to talk with us about a new app called BuyWithMe! A little information before we meet with you. For the interview, if you're comfortable with it, we'd like to record the interview so that we can focus on our discussion and not get distracted by taking notes.

To prepare for the video or audio call, we'll need you to have a smart phone with internet connection with you. We'll be using Zoom for the video interview, please have that installed on your phone. After we get started, we'll send you a web browser link for the prototype app for you to open on your phone. The web link works best with Google Chrome and Safari browsers. After this site is loaded on your phone, we'll ask you to go through a series of activities with us.

If you need to adjust your meeting time, no worries, feel free to reschedule. If there are any issues, please reach out to me directly.

Script

INTRODUCTION

Hello! Thanks for participating in this usability test today! As you are aware, I wanted to talk to you today because you enjoy browsing beauty products and are a frequent mobile user and we're asking people like you to give feedback and information about a new app called BuyWithMe.

Today is about testing the app, not you, there are no wrong answers or actions in this session. For your information, you might be asked to sign up with your email, please don't worry we won't be saving or collecting your information for other uses.

As you use the app, I'll be asking you questions and giving you activities to complete. Please try to think out loud as much as possible, say what you're looking at, what you're trying to do, and what you're thinking. This will really help us. Please don't worry about hurting any feelings, we're doing this to improve, so we need to hear your honest answers.

If you have any questions as we go along, I may not answer them during the activities, as we're trying to see how people respond when no one is sitting next to them to help. At the end I'll answer any questions we don't cover during the activities. Do you have any questions about the process? If you try one of the tasks and you feel like you don't know how to move on, just let me know and we can continue with the next activity.

ASK RECORD

QUESTIONS:

1. Can you tell me a little about yourself? Or tell me how you spend most of your time?
2. What device are you using today?
3. How often do you go shopping online?
4. Base additional questions from the screener that we want clarification.

(Send Link through Chat/text - and aid in setting up device)

5. Let's pretend that you've just downloaded the app and this is the first time you're opening it.
 - a. Based on the images & descriptions you saw, what do you think this app does?
6. Now you're on the home screen - Tell me your initial thoughts about what you see and what you think things mean.
 - a. Take a minute to scroll through this page and tell your thoughts?
 - b. The two prices - to you, what does each indicate?
7. You're trying to buy a new skincare product with a low price. Talk me through what you would do on this app.
 - a. How much of the item does the company have left?
 - b. Does the page tell you everything you need to know to make a purchase?
 - c. How do you get this item at a lower price?
 - i. Form a team.
 - ii. How was the experience of forming a team?
 - iii. Can you tell me what happens next in order to purchase this product?
 - iv. What does the confirmation screen tell you?
 - d. Create an account. (we won't be collecting any personal information)
 - i. What are your thoughts about this account set up process?
8. Find a product that looks interesting to you,
 - a. What's the difference between Buy Now and Buy with a Team?

- b. Then send that item to a friend (in this case, let's pretend that I'm your friend and please send the message to this number....)
 - c. When you find something that looks interesting to you or that you like, how often do you share that item with friends or family?
 - d. How likely are you to share a product with a friend?
 - e. What things are necessary for you to feel confident and comfortable to share a product with another person?
9. What's the status of the item you're buying with a team?
- a. Where would you find this information?
 - b. What information can you get from this page?
 - i. How much time is left?
 - ii. What happens when time expires?
 - c. Does this page tell you everything you want to know?
 - d. Share this item with another friend. (okay to send to me again or your own)
10. Browse and like/save three different products across different categories (for later).
- a. Find your likes and then review/look over the items you've liked. You end up deciding you only like 2 of them - remove one from your likes list.
 - b. Purchase an item you liked immediately. (credit card and address should already be pre-filled)
 - i. Find the order you just placed and check the status.
11. Send yourself an item to pretend that you just received a recommendation from a friend.
- a. What is it?
 - b. Tell me what you think?
 - c. Join another 's team

CLOSING QUESTIONS

- 1. Do you have any questions about the app?
- 2. What were your overall impressions of the app?

3. Did you find the descriptions to be helpful? Concise?
4. Was there anything confusing to you?
 - a. Custom follow up.
5. Did anything stand out to you? Design wise? Organization?
6. Was there anything in particular that you liked or disliked?
7. Is there something you would want to change about this experience or app?
8. Does this app remind you of anything?
9. Could you see yourself using something like this?

Thanks for your time! If you have any thoughts or questions, feel free to reach out. We'll send the Amazon Gift card promptly - we'll send it the email we've contacted you with.