DH 110
Isabella Lee, Sophia Gao, Lucian Li, Lin Huang
Dr. Dustin O'Hara
19 November 2023

Research Script/Protocol

Introduction
Welcome and thank you for agreeing to participate in our usability evaluation today. To give some context on our project, our team is currently working on an app designed for beginner hikers at UCLA. In order to test out our product and ensure it is user friendly, we have planned a usability evaluation with our target users, UCLA undergraduate students who are beginner hikers such as yourself. The usability evaluation will begin with a short interview session. We then ask you to perform some user tasks using a prototype of our app. We will then conclude with a final interview session. We predict that the usability evaluation will be relatively brief and take around 15 minutes. We would also like to let you know that this session will be recorded; however, the recording will not be made publicly available and will only be used for the purposes of our research. Do you have any questions before we begin?

To start off the usability evaluation, we'd like to ask you a few questions about hiking and hiking apps in general. Your honest responses will be highly appreciated.

Structured Interviews Part 1
General Questions
1. How do you typically discover new hiking trails or locations to explore?
2. Have you ever previously used an app or website to learn about hiking or find hiking trails? If so, which ones?
3. Would an app that contains detailed hiking guides and general beginner hiking tips motivate you to start hiking?

Thank you for your responses. We will now show you a prototype of the app we have designed that you will be able to interact with. We will also ask you to perform some user tasks so that we can get an understanding of how a user might use and navigate our app to accomplish their goals. While performing the tasks, please interact with the prototype in the manner that feels most natural to you and let us know if anything is unclear or if you run into any issues.

User Tasks
- Go through sign-up flow
- Click and explore hikes on home page
  - Scroll through hike guides
- Click and explore guides

- ○ Scroll through specific guides
- ● View profile page

Thank you for completing the user tasks. We will now ask you some questions about the app you just interacted with for our final interview session. Again, your honest responses will be highly appreciated.

Structured Interviews Part 2

Hikes Feature Questions
- ● What are your thoughts on how the information is laid out in the detailed hike guide? Is there anything you would change?
- ● Is there any information you think is missing or is unnecessary?

Guides Feature Questions
- ● What are your thoughts on how the information is laid out in the detailed hike guide? Is there anything you would change?
- ● Is there any information you think is missing or is unnecessary?

Profile Feature Questions
- ● How do you feel about how the information is laid out in the profiles page?
- ● Is there anything you would change or add/take away?

General Questions
1. How difficult did you think it was to navigate the app?
2. How likely are you to use this app to learn about hiking or find hiking trails?
3. How well do you think this app caters to beginner hikers?
4. How do you feel about the visual design and overall aesthetics of the app? Does it contribute to a positive user experience?
5. Do you have any other feedback for us?

Wrap-up

That concludes our usability evaluation. Thank you for participating and giving us your honest feedback. Your responses are highly valuable to us and will help us obtain a better understanding of the app we are designing so that we can improve our product.