Usability Guide - V0

# Udacity Cafe Design Sprint



# Respondent Information

|  |  |  |  |
| --- | --- | --- | --- |
| **Respondent ID** |  | **Location** |  |
| **Persona** |  | **Occupation** |  |

# Setup

[ ] Discussion Guide Printed or a New File is Copied

[ ] Known Respondent Information is Filled In

[ ] Prototype is open and running

## In-Person Sessions

[ ] Activities are printed and ready

[ ] Respondent Post-It Card Created (with respondent ID, Date, Location, etc)

[ ] Recording devices are running

[ ] If remote viewers: link shared with the team

## Remote Sessions

[ ] Session link created and shared with the respondent

[ ] Recording button is clicked and running

[ ] If remote viewers: link shared with the team

[ ] Screen sharing is activated and mouse control is granted

# Introduction Script

Thanks for taking some time to talk with us today. We’re working with an education company exploring a new opportunity to offer new meal options to their students. This phase of research is to explore and validate our direction on what this service will look like.

During this session, we’ll be asking a few open-ended questions and then walk through some early prototypes.

Everything you say will be kept strictly anonymous and confidential.

There are no right or wrong answers to our questions! We want to understand how you interpret and understand our designs. As such, please talk out loud whenever possible about what’s on your mind during these tasks. Try to be as honest as possible, I promise, you won’t hurt our feelings.

*{If recording:* We’ll be recording video, audio, and notes for my own memory and to share with my team, however, everything you say is strictly confidential and all data will be securely encrypted. We might share anonymized quotes or aggregate statistics from these sessions as we grow the business, for example as we market the service. We’ll never link this data back to your name publicly. Does this make sense and are you ok with it?*}*

### 

*[If offering incentive:* You’ll receive a [$\_\_ gift card, cash, discount] at the end of this session. [*If gift card:* We’ll email the gift card to \_\_\_\_.] Is this ok?

Any questions before we start?

# Opening Ethnography

## Food and Drink Preferences

* When was the last time you drank coffee?
  + How do you drink your coffee?
    - Do you brew it yourself?
  + Do you have multiple cups throughout the day?
    - Are they prepared differently?
* When was the last time you drank tea?
  + How do you drink your tea?
    - Do you steep it yourself?
  + Do you have multiple cups throughout the day?
    - Are they prepared differently?

## Last Cafe Experience

* How frequently have you visited a cafe in the last month?
* Can you describe your last cafe experience?
  + Why did you go?
* Can you recall and describe the ordering experience from your last cafe visit?
* When was the last time you’ve ordered your cafe drink from an app?
  + Can you describe this experience to me?
  + Can you recall how many points you have on this app?
    - What is your next reward cashout - what will you get?

# Usability Tasks

### *@****TODO*** *Create your task flow note guide using the following template as a guide.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Section** | **Task Point** | **Notes** | **Pass/Fail** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Example Usability Task Table

|  |  |  |  |
| --- | --- | --- | --- |
| **News Article Discovery** | **Task Point** | **Notes** | **Pass/Fail** |
| **Enter Application** | *The user was able to identify the app on the home screen* | pass |
| **Recognize News Cards** | *The user understood the cards but it wasn’t clear when articles were published* | needs improvement |
| **Scroll Through Cards** | *The user naturally scrolled* | pass |
| **Identify Card Of Interest** | *There were no articles of interest to the user, they enjoy reading certain sections of news and none were present. Stopped scroll after 30 seconds with frustration* | FAIL |
| **Select into Article** | *The user understood the articles were interactive* | pass |

## 

# Wrap Up

* Is there anything you think I didn’t ask?
* Do you have any questions for me?

Great, that’s it. Thank you so much for participating in this phase of research. Our job now is to take this data and observe patterns with other respondents like you. All of this will help us to build a better cafe experience for everyone - and your responses make this possible. [*If continuing research:* Would it be ok if we reach out with future research questions as we iterate the prototype]