Usability Guide - V0

🥬 Calorie Counting for weight loss 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

Diet Plan Preferences

- Do you have a special health goal?
    - What method do you prefer to follow?
        - Do you have any resources to study?
    - How important is diet/exercise in your healthy lifestyle?
        - What would be your top reason for doing that?
- Do you know what BMI is?
    - If yes, what's your current range and what's your target range?
        - If you are overweight based on BMI, what are your primary motivators to lose weight?
    - Do you have any special criteria for choosing your diet method?
        - Have you tried different methods?

Last Diet Experience

- How frequently have you work out or follow diet plan?
- How active are you day-to-day?
- When was the las time you were on a diet?
    - How long did it last?
    - What have been your greatest difficulties in dieting?
- Have you ever had any successful diet experience?
    - If any, what's the main reason?
- Have your heard about a calorie counting diet?
    - If yes, what do know about it?
    - Describe your past experience with calorie counting application?

Usability Tasks

Section	Task Point	Notes	Pass/Fail
	Enter Application	*The user was able to identify the app on the home screen*	Pass
	Registration	*The use was able to register to the app with email*	Pass
	Set Personal Goals	*The user wanted to skip the part in the first place, the importance of the task*	Need improvement
	Set Nutritional Goal	*The user wanted to skip the part in the first place, the importance of the task was not clear*	Need improvement
	Surfing the database	*User was not able to understand how the database work*	Fail

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]