

Usability Testing: Dress&Go App

Participants

Target population: All
Age: 18-30 years
Expertise with mobile applications: good
Usage of smartphone: daily usage of smartphone
Experience in online renting: no requested
Experience in online refund: no requested

Equipment

Smartphone with Internet access and the Dress&Go web app link
Stopwatch
Photocamera
Pen & Paper

Requirements

A fake Dress&Go User account
A fake product, with fake images, to be rented

Artifacts

Informed Consent form
Post Task Questionnaire
Debriefing session at the end of the test

Tasks

| # | Text of the task | Success criteria | Methodology |
|----|--|---|-------------|
| T1 | Choose a product that you would like to rent and rent it | The participant clicks the "Rent" button after he chose the product | Think-aloud |
| T2 | Consulting the list of orders | The participant reaches the list of order in less than 30 seconds | - |
| T3 | Contact the renter for a problem of a specific order | The participant contacts the | Think-aloud |

| | | | |
|----|---|---|------------------------|
| | | rener in less than 20 seconds | |
| T4 | Contact the customer service for general informations | The participant contacts the c.s in less than 20 seconds | - |
| T5 | Return the product | The participant successfully returns the product | Cooperative evaluation |
| T6 | Add and delete a known size | The participant successfully adds and deletes a known size | Cooperative evaluation |
| T7 | How to send back a no defects product | The participant successfully understands how to send back the product | - |

Metrics

Time on task

Successful Task Completion

Script

Hi, <name of the participant>. I am Fabio and today we are here to test the Dress&Go app, not you! So don't feel embaressed or pressed if you don't know or understand something, our main goal of today's test is to improve and make the user experience as simple and comfortable as possible.

Before starting the session I kindly ask you to read and fill out this document, It won't take too much time. ([present the informed consent form](#))

We are going to ask you to perform 7 different tasks.

We first introduce you each task with a small scenario so you can better understand what you need to do and then we will let you some time to perform the task through our App. Take all your time and feel free to think loud or express your doubts.

At the end of each task we will present you a short questionnaire with 3 questions to better understand how easy, useful and familiar the execution of the task was. (this questionnaire is present at the end of this file)

I remember that you can leave the test at any time for whatever reasons.

Thank you, we can start.

Now, have a look and explore the app for 3 minutes.

[START OF THE TEST]

T1- Choose a product that you would like to rent and rent it

Scenario

Suppose you need a something special to wear for an event. You don't want to buy it just for 1 evening, so you decide to rent online. You can open the Dress&Go app searching for what you like.

Present the questionnaire

T2-Consulting the list of orders

Scenario

Suppose you want to see the list of orders that are yet to come .

Present the questionnaire

T3- Contact the renter for a problem of a specific order

Scenario

Suppose you just received a product you have rented but unfortunately it is a completely different product from the one you decided to rent. You want to contact the renter asking for informations.

Present the questionnaire

T4- Contact the customer service for general informations

Scenario

Suppose you need some informations from the customer service so you decide to contact it.

Present the questionnaire

T5- Return the product

Scenario

Suppose you want to make a return.

Present the questionnaire

T6- Add and delete a known size

Scenario

You just discover that your blue and red skirt fit you perfectly in a 38 size. You want to add this information in the Dress&Go app for eventually future rents. After you added it you discover that you made a mistake and you want to delete it.

Present the questionnaire

T7- How to send back a no defects product

Scenario

Suppose you want to send back a product at the end of the rental period.

Present the questionnaire

[END OF TEST]

Informed Consent Form

- I have freely volunteered to participate in this experiment
- I have been informed in advance what my task(s) will be and what procedures will be followed
- I have been given the opportunity to ask questions and have had my questions answered to my satisfaction
- I am aware that I have the right to withdraw consent and to discontinue participation at any time, without prejudice to my future treatment
- My signature below may be taken as affirmation of all the above statements; it was given prior to my participation in this study

Post Task Questionnaire SEQ

(to be performed immediately after the end of each task)

1. Overall, please rate how easy or difficult this task was.
 - ☐ 1-very difficult
 - ☐ 2-somewhat difficult
 - ☐ 3-neither difficult nor easy
 - ☐ 4-somewhat easy
 - ☐ 5-very easy
2. How important do you think this task could be within the app?
 - ☐ 1-not at all important
 - ☐ 2-slightly important
 - ☐ 3-moderately important
 - ☐ 4-very important
 - ☐ 5-extremely important
3. Do you find it familiar to perform this task?
 - ☐ 1-not at all familiar
 - ☐ 2-slightly familiar
 - ☐ 3-moderately familiar
 - ☐ 4-very familiar
 - ☐ 5-extremely familiar