

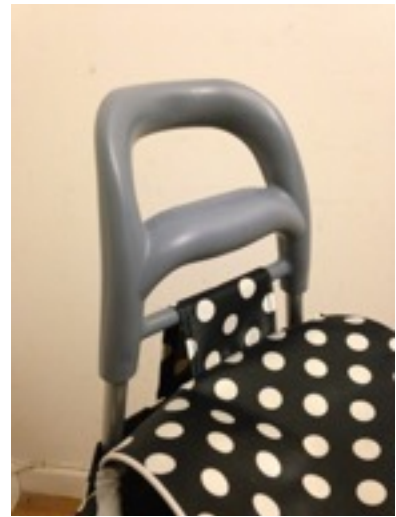
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User Test Design With Shopping Trolley Bag



A. Target User

Young women aged 22 to 30 live alone. They usually go grocery shopping once a month in chinatown, NYC by taking subway. It takes about 30 minutes to an hour to get there.

B. Task

1. Take subway with the empty shopping trolley bag.
2. Take subway with the full shopping trolley bag.

*No prompts needed, since the aim of the test is to test the user experience of the shopping trolley bag.

C. Assumption

Based on my personal experience with this product, taking shopping trolley bag walks upstairs and downstairs is very difficult especially when it is full. Also, it is easy to be stuck at the entrance of subway. A/B testing is needed since it weight of shopping trolley bag influences user's behaviors.

D. Feedback form

1. Was it easy to use when you taking subway? What is the most difficult situation you encountered?
2. Do you think the wheels and the handle help you when walking stairs and entering the entrance?
3. Will you use it next time?
4. How can the experience you had be improve?

E. Important aspects to analyze

Compare observations particularly how they solve the problem and users' evaluation of the process.