

Five act interviewguide

1. Friendly welcome

Welcome, and thank you for taking your time being here today! Have you done anything like this before?

We are here today because we would like to test a prototype of this product. So I will show you parts of the final product, and during this test I would like you to think out loud. Describing your first impressions, explaining what buttons or features you are drawn to, if something is odd or weirdly placed to you. And I would like to add that we are not testing you as a person, or your capability to interact with the product, but we are testing the product and the design it self. Meaning there are no "right" or "wrong" answers here, and we appreciate all the feedback we get out of this.

2. Context questions (discovery)

So what are your experiences with online shopping? Is this something you prefer, or could you prefer going to the actual store itself?

Is online shopping, or looking at items in online stores, something you do on an everyday basis? How often do you find yourself in a situation where you are exploring online, without actually buying something? Is there a reason for this?

Whenever you shop online, where do you do it from? Which device do you prefer?

3. Introduce the prototype

Again, before we start the prototype-test, I would like to repeat that there are no right or wrong answers here. We are testing the prototype, not you. Please remember to think out loud, and I will of course help you with this, by asking you to perform different tasks during this time.

Here is the desktop/mobile/tablet version of a website. I would like to emphasize that this is just a prototype, therefor some things may work and some thing may have their difficulties. But that is also a part of this test, you telling us what you are missing on the website for it to be as functional as you would like.

4. Tasks

What do you think of this landingpage? What are your immediate thoughts?
How would you navigate to find a product on this website?
Which button are you drawn to? Why?
What would you like to do next in this situation?
What do you think this could mean?
Why did you/did you not press this?

5. Debrief

Okay, so we are done with the test now, and first of all I am interested to know what you think of this prototype?

Is this a concept you could like? Why/why not?

What parts could like? Why?

Did you feel a connection to the website?

Is this a website you could potentially buy something from in the future? Why/why not?

Thank you again for showing up today, we really appreciate your input on this.

Test-results

Pros	Cons	Neutral comments
Nice taglines on the landing page	Still a few placeholder that was confusing to the test person – Footer and H4-placeholder for instance	Nice with the sky-image, use this more often to create a familiar look and a feeling of a brand. For instance in the footer, or behind “see more”.
Test-person immediately got the message the prototype was giving	Prototype was not fully finished, and needs more content	
Defiantly a website the test-person would shop from in the future	More buttons, and more things to press	
Nice with the shipping/return information being available everywhere	Test-person was missing a login-button/user-icon in the navbar	
About-page is nice to have		
Good to have the option to not create a user before checking out, but a nice thing to have		