

Usability Test Script

>>> Instructions on the test and the think-aloud protocol

Thank you for participating in this usability testing session. Your honest feedback will help us improve our product design and usability.

During this session, we will use the UXAPP application as support. UXAPP automatically evaluates user experience (UX) based on three elements: usability, effect, and user value. It uses emotion recognition through facial expressions and feelings obtained from audio and video recordings of the user while using a web or mobile digital product.

You will perform a series of tasks while using the product. As you complete these tasks, think aloud and verbalize your thoughts, feelings, and questions. This means telling everything that comes to mind, even if it seems obvious or irrelevant.

Your verbalization will provide valuable information about how you perceive and interact with the product. Please don't worry about making mistakes or saying the wrong thing. The review is about the digital product and not about you or how you use it. We are interested in your natural thought process to help us improve the product.

Here are some additional tips for following the think-aloud protocol:

1. Speak continuously. Don't wait until you have a fully formed thought before speaking. Just start talking and let your thoughts flow naturally.
2. Be specific. Don't just say, "I'm confused." Explain what is confusing you and why.
3. Don't worry about being wrong. We are most interested in your honest feedback.

Important: the usability test session must be recorded for UXAPP analysis. Participation in this experiment implies your agreement with the UXAPP terms of service, in particular with the recording of the experiment and the use of your image, voice, device screen, and other data shared for processing by UXAPP. When recording the experiment, make sure you are alone in a suitable environment so that third parties are not captured by the recording.

Thanks again for your cooperation.

Here are some examples of usability tests:

- > <https://www.youtube.com/watch?v=O430PfvDkEA>
- > <https://www.youtube.com/watch?v=8ni23-ZIt3g&t>

>>> Pre-execution Procedure

- 1) In UXAPP, "my experiment" tab, create a new item with the data:
 - 1.1) Product name: enter the name of the product to be tested, according to the experiment.
 - 1.2) Product focus: mark the answer with your perception.
 - 1.3) Familiarity with the product: mark the answer with your perception.
 - 1.4) Product link: enter the access link to the digital product, as per experiment.

- 2) In UXAPP, "experiment task" tab, for each requested task, add a new item to the previously created experiment:
 - 2.1) Objective of the task: inform the objective to be achieved in the task, according to the experiment.
 - 2.2) Initial emotional state: inform your emotional state at this moment.
 - 2.3) Task start time: check that this field is filled in.
 - 2.4) Record the beginning of the task.

- 3) On Google Meet, share the screen and start recording the meet:
 - 3.1) Open Chrome window. Do not access the digital product page yet.
 - 3.2) Share the new window on Google Meet: At the bottom, click "Present Now", select "One Window", click "Share".
 - 3.3) Start recording: in the lower right corner, click on Activities, then recording, and then Start.

Note: Make sure you keep your audio and video open throughout the recording and that third parties are not caught in the recording.

- 4) From now on, remember to speak out loud what you think (think-aloud protocol). Say:
 - 4.1) What are you looking at
 - 4.2) What are you trying to do
 - 4.3) What are you thinking about
 - 4.4) Why you are thinking or doing that way.

Note: Remember to talk about your emotions, if something makes you happy, sad, surprised or angry. Also say whether something is positive or negative.

>>> Post-Execution Procedure

1) In UXAPP, task tab, select the task to complete and then edit it:

1.1) Task end time: fill in the task end time.

1.2) Final emotional state: inform your emotional state at this moment.

1.3) Task success: inform whether it was possible to achieve the task objective successfully or not.

1.4) Recording link: if you already have the recording link generated by Google Meet,

1.4.1) Share the file with UXAPP work email: [service account's e-mail]

1.4.2) Copy the complete access link to the shared file and paste it into this field.

Note: It will only be possible to send for analysis if this activity has been carried out.

1.5) Record the completion of the task.

2) In UXAPP, the "my evaluation" tab, select the evaluation to fill in and then edit it:

2.1) Provide your usability assessment

2.1.1) For each of the ten questions about the use of the digital product, mark according to your perception of the last use.

2.2) Enter your value assessment:

2.2.1) General satisfaction with the digital product: mark according to your perception of the last use.

2.2.2) Peak of positive feeling about the use of the digital product: inform the moment or functionality that most positively impacted you.

2.2.3) Peak of negative feelings about the use of the digital product: inform the moment or functionality that impacted you most negatively.

2.3) Record your evaluation.

2.4) Still on the evaluation details screen, if you have filled in the "Recording link" field, send the task for analysis.

2.5) View confirmation that the experiment is under analysis.

2.6) If you have not filled in the "Recording link" field, return to step 1.4 and make sure:

2.6.1) Share the recording file with the UXAPP work email.

2.6.2) Fill in the recording link when editing the task.

2.6.3) Save the task.

2.6.4) Still on the task details screen, send the experiment for analysis.

2.6.5) View confirmation that the experiment is under analysis.

>>> **UX Report:**

1) In UXAPP, "UX Report" tab:

1.1) If the analysis has not yet been completed:

1.1.1) The experiment user experience evaluation analysis may take some time to perform.

1.1.2) If you have more than one experiment, identify it by product name and task start time.

1.1.3) User experience report - Status: check the status of the experiment as "In Analysis".

1.1.4) At the end of the analysis, you will receive an email sharing the video file with the evaluation result.

1.2) If the analysis was completed:

1.2.1) User Experience Report - Status: Check the experiment status as "UX evaluation done".

1.2.2) Usability evaluation: compare the evaluation carried out automatically by UXAPP with that reported manually.

1.2.3) Affection assessment: compare the assessment performed automatically by UXAPP with the one reported manually.

1.2.4) Value assessment: compare the assessment performed automatically by UXAPP with the one entered manually.

1.2.5) Additional information: check the additional information in the user experience assessment.

1.2.6) Access files shared on Google Drive with your email provided in UXAPP. You will be able to download the complete video evaluated with the instant evaluation of satisfaction and affection/feeling, as well as the audio file and the recording subtitle file.

>>>Experiment: UXAPP Website Evaluation

Product: "UXAPP Website".

Product link: uxapp.com.br.

Email to share recording: [service account's e-mail]

Task 1 - Objective: Describe what UXAPP is and what it is for.

Execution:

1) Log in

1.1) Carry out the pre-execution procedure

Note: Make sure there is a new recording in progress.

1.2) State out loud the objective of the task to be performed.

Note: Follow the think-aloud protocol. Talk about emotions and feelings that the product evoked.

1.3) In your browser, access the website uxapp.com.br.

2) Look at this page and tell us what you think of it. Scroll the page if you want, but don't click on anything yet.

2.1) What catches your attention?

2.2) Is she pleasant or not?

2.3) What can you do in it, and what is it for?

2.4) What emotions does it evoke? (joy, sadness, anger, surprise, neutrality)

2.5) What type of affection or feeling does it evoke? (positive, neutral, or negative)

3) Search for information about UXAPP. Now you can click on the website.

3.1) Describe what UXAPP is.

3.2) Describe what UXAPP is for.

(4) Report or term

4.1) Say "I finished" if you think you completed the task or if you can't figure out how to do it and are stuck.

4.2) Perform the post-execution procedure.

Task 2 - Objective: Request an invitation to install UXAPP.

Execution:

1) Log in

1.1) Carry out the pre-execution procedure.

Note: Make sure there is a new recording in progress.

1.2) State out loud the objective of the task to be performed

Note: Follow the think-aloud protocol. Talk about emotions and feelings that the product evoked.

1.3) In your browser, return to the website uxapp.com.br, refresh the page (F5), and return to the beginning.

1.4) In another window, open Google and type “Timer”. Click “reset”, change it to 3 minutes, and start.

2) As the application is under development, an invitation is required to install it.

2.1) Identify on the page how you can obtain the invitation

2.2) Request that the invitation be sent to your email.

Important: Functionality needs to be accessible quickly. Therefore, we need to know if it is possible to carry out this task within the defined time!

(3) Report or term

3.1) Say “I finished” if you think you completed the task or if you can't figure out how to do it and are stuck.

3.2) Explain how you felt about using this feature (positive or negative emotions and feelings).

3.3) Perform the post-execution procedure.

Task 3 - Objective: Get a usability test script in German

Execution:

1) Log in

1.1) Carry out the pre-execution procedure.

Note: Make sure there is a new recording in progress.

1.2) State out loud the objective of the task to be performed

Note: Follow the think-aloud protocol. Talk about emotions and feelings that the product evoked.

1.3) In your browser, return to the website uxapp.com.br, refresh the page (F5), and return to the beginning.

2) To perform usability testing, you need tips and tools, such as a usability testing script. The script you are preparing is for students at a German university.

2.1) Identify a way to obtain a usability test script on the website.

2.2) Get a script in German to test the Technische Universität München website with your students and save it as a document on your device.

(3) Report or term

3.1) Say “I finished” if you think you completed the task or if you can't figure out how to do it and are stuck.

3.2) Explain how you felt about using this feature (positive or negative emotions and feelings).

3.3) Perform the post-execution procedure.

Task 4 - Objective: Share the UXAPP website

Execution:

1) Log in

1.1) Carry out the pre-execution procedure.

Note: Make sure there is a new recording in progress.

1.2) State out loud the objective of the task to be performed

Note: Follow the think-aloud protocol. Talk about emotions and feelings that the product evoked.

1.3) In your browser, return to the website uxapp.com.br, refresh the page (F5), and go back to the beginning.

2) There are friends who you believe may need UXAPP.

2.1) Identify a way to share UXAPP with your friends.

2.2) Share the UXAPP with some friends or share it to your own email so you can forward it at another time.

Important: If possible, you just need to go until the website shows a sharing screen.

(3) Report or term

3.1) Say “I finished” if you think you completed the task or if you can't figure out how to do it and are stuck.

3.2) Explain how you felt about using this feature (positive or negative emotions and feelings).

3.3) Perform the post-execution procedure.