Schmear It Testing Script V3

Intro:
- Hello thank you for taking the time to meet with us
- How are you doing today?

Activity Overview:

"So the goal of this activity is to get a better understanding of how potential user would be ordering through our app. There are no right or wrong answers as we're testing the app, not you. We'll be using a digital prototype of the app, so some features will be unfinished and some content will be missing.

Please feel free to share any thoughts or suggestions that come to mind. If you have any questions or want to take a break, please let me know. Before we begin, we would like to take a video of this session for our internal use. Would you be willing to sign a release allowing us to record?

Begin:

We're going to focus on three specific tasks today. You're going to be asked to add a custom bagel to your cart, checking out your account and rewards info and then use the checkout process to complete your order. Once the app is up, we're going to start on the home screen when you first open the application.

Ask why/how questions about the home screen

Adding to Cart:

So, your first task is to create a custom bagel and add it to your cart. How would accomplish this task?

Ask why/how questions about the menu system and BYO options

Accounts and Rewards:

Now that you've added a bagel to your cart, your second task is to check your account information and rewards progress? Where would you go to do this?

Ask why/how questions about navigating to the account page and the information that page

Checkout:

Now that you've reviewed your account info, lets finish the ordering process for the custom bagel you already created.

Ask why/how questions about navigating to the cart and the payment options

Conclusion:

Cool we're all done! I just have a few more questions for you:

- What are two things about the design that you really liked?
- What are two things about the design that you didn't like?
- Any other final thoughts?

That's it, thank you so much for taking the time out of your day!