

Usability Test Script

Introduction

Hi there - thanks again for taking the time today to participate in this user testing session for the Parfaite app. I'm Katie, the lead designer on this project, and today it will just be us on this call.

Before we get started, I'd like to explain to you what we're going to be doing today and what I'm hoping to accomplish with this user testing session. I'm going to be asking you to try out a newly created app called Parfaite and test a few activities using this app. I'd like to understand what works well and where there are opportunities for improvement in order to continue to enhance the user experience. There aren't any right or wrong answers for this testing and I appreciate all open and honest feedback shared.

In terms of the general flow for our session today, I'll start off with some introductory questions, then we'll move into initial thoughts & reactions about the app and finally some activities utilizing the app. Throughout the entirety of the session, please remember to "think out loud". Talking through what you're thinking, and the steps you're taking, helps me to better understand your process. And if you experience confusion, feel like there is something missing or you would expect to see, but isn't there, please feel free to share that feedback as well.

If at any point during our testing you are confused or not sure about what you're supposed to be doing, just ask! I'm here to help ensure this is a seamless process, so I can answer your questions and get you back on track.

And lastly, would it be okay if I recorded this session? This video recording would only be used by me to reference once our session has completed to ensure I understand and capture all your feedback shared.

Okay, so before we jump in, are there any questions I can answer? Are you ready to get started? Then let's start the recording.

Personal Demographic Questions

[Demographic information has already been collected from participants during the recruitment process, so it won't be asked here]

Background Questions

- How comfortable are you using apps and how often would you say you use apps for tasks generally?
- When you think about shopping for gifts today, where do you normally start? Are there any apps or sites in particular you use?
- Are there any specific tasks around gift shopping that you use an app for? Or maybe that you'd like to use an app for, but aren't in existence today?

Open-ended questions

Thanks for answering those questions. Before we get started with testing, I'd like you to take a look at a couple initial screens for the Parfaite app.

The goal here is to get your first impression of the app and see what you think at a first glance. Without clicking anything what do you think about how it looks? What about the initial information provided? And any other thoughts you want to share. Remember to think out loud as you go.

From this first glance, would you say you have an idea of what this app is about or what you might use it for?

Okay, that all sounds great—thanks for sharing that feedback. Now that we've covered your initial review, let's move into some tasks.

Tasks

For this part of the testing, I'll be presenting you with three scenarios and corresponding activities to complete. As you're going through each scenario and task, remember to talk out loud as you go so I can get a sense of your thoughts and feelings as you navigate through the app. And just a reminder there aren't any right answers, so please share whatever comes to mind!

Task 1: create account, schedule call with stylist

You're new to buying gifts online, as you usually have support from someone in store, but you think it's a good idea to try out this service and want to schedule an introductory call with the Stylist. But you see that you need to create an account to get started.

Launch the Parfaite app, create an account and then submit a request to schedule a call with the Stylist.

Task 2: sign in w/forgot password, review gift history

You have a family member's birthday coming up and want to go back to a gift that was previously recommended by the stylist. But you also realized you've been logged out and forgot your password.

Log out of the Parfaite app and sign back in utilizing forgot password functionality. Then navigate to your prior gift recommendation history and use the filter/sort functionality to organize it.

Task 3: add event to calendar

You've just remembered that you have a friend's housewarming party coming up and you want to make sure you don't forget and have enough time to get a gift to send it to her.

Using the Parfaite app, navigate to add a new event to the calendar.

Wrap-up

Okay, that's it—we've come to the end of our session! Thanks again for your time and participating in this study. The feedback you've provided today will help to further enhance the Parfaite app user experience. Before you go, is there any other feedback you'd like to share? How easy or difficult did you find the completing the tasks overall? Any last ideas that came to mind?