SCRIPT: DABBLR MODERATED USABILITY TEST (MOBILE NAV)

INTRODUCTION:

Hi, _____. My name is Jennifer, and I'm going to be walking you through this usability research session.

Before we get started I'd like to explain what we're going to be doing so you know what to expect.

Today you'll be trying out a new advice app called Dabblr and will do a few activities using the app. I'm hoping to understand what works well about the app, but also what isn't working. The session should take approximately 10 - 15 minutes.

The first thing I want to make clear right away is that I'm not testing YOU. You can't do or say anything wrong here. This is a very simple and incomplete prototype that likely has errors and mistakes - that's why we're trying it out! Don't worry about hurting my feelings. It's your candidness that will help me understand what doesn't work so I can make improvements.

If you have any questions as we go along, if you need a break or prefer to end the session early, just ask.

To start, I'd like to ask you just a few general questions about yourself and how you use technology for your hobbies, but then I'll let you test drive the site!

Finally before we get started, would it be okay to record your screen and this video call during this session? The recording will only be used by me in the context of my course, for the prupose of improving the designs being tested. Is that okay?

Okay! Ready to continue? I'll start recording and let's begin:

PERSONAL DEMOGRAPHIC QUESTIONS - DELIVER IN ADVANCE VIA GOOGLE FORM OR SHOW ON SCREEN?

Please select your age range

21-25

26-30

31-35

36-40

More than 40

What is your current occupation?

Do you use any special equipment, such as a screen reader, with your computer or phone?

How would you rate your technical ability when using apps and websites?

very basic   1   2   3   4   5   highly proficient

BACKGROUND QUESTIONS

What kind of projects do you dabble in? Mainly crafts, Mainly DIY, Some of Each, Other

When you're working on hobby or DIY projects do you use any websites or apps to help you plan in advance or troubleshoot problems?

Are there any specific aspects of completing a craft or DIY projects that you can imagine using an advice app for?

OPEN ENDED QUESTIONS

Thanks for answering those questions. I'd like to get your initial impressions of the Dabblr site.

First, I'm going to ask you to look at the homepage and tell me what you make of it: what strikes you about it, what you can do here, and what's it for. Just look around and do a little narrative.

You can scroll if you want to, but don't click on anything yet.

Thanks now let's try out some activities.

DIRECT TASKS AND SCENARIO TASKS

Now I'm going to give you a couple scenarios and their corresponding actvities. As you complete each activity, I'd like you to think out loud and tell me what you're thinking and feeling as you navigate through the site.

DIY variation

1. You're planning a kitchen reno and would like to find some examples to help you plan your project and the supplies you need. Using Dabblr, find a tutorial that will help you understand what's involved in rebuilding cabinets.

    ‹ALT - LESS SPECIFIC (does not require built-out tutorial content›
    You're planning a kitchen reno and are just starting your research. Using Dabblr, find some advice and samples that might inspire your plans.

2. You've gotten started on your kitchen reno but have run into a plumbing problem. Yikes! After you've turned off the water and located some old towels, use the Dabblr app to find a plumbing expert who's online now to call for advice.

3. OPTIONAL (if the user hasn't yet taken the initiative to create an account) How would you go about creating an account?

Craft Variation

1. You're planning a knitting project and would like to find some examples to help inspire and plan your project. Using Dabblr, find a knitting tutorial to figure out what supplies you'll need.

    ‹ALT - LESS SPECIFIC (does not require built-out tutorial content›
    You're planning a knitting project and are just starting your research. Using Dabblr, find some advice and samples that might inspire your project.

2. You're almost done your knitting project but you realize you've always just winged it to cast off and would love for someone to teach you "the right way" to do it. Find a knitting expert to call for advice.

3. OPTIONAL (if the user hasn't yet taken the initiative to create an account) How would you go about creating an account?

WRAP UP

And that's a wrap! Thanks for participating and helping me improve Dabblr. Before you go, could I ask you:

Overall, how difficult or easy did you find these tasks? (Single Ease Question SEQ)
very difficult   1   2   3   4   5   6   7   very easy

Any other questions or feedback for me?

FOLLOW UP POST INTERVIEW

After scenario questionnare: https://garyperlman.com/quest/quest.cgi?form=ASQ