4.4 USABILITY TEST SCRIPT

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Introduction

Hello and thanks again for taking the time to participate in some user testing for us. I'm Sweny, the lead designer working on this project.

Before we get started, I'd like to explain what we're going to be doing today so you know exactly what to expect. I'll also give you some context regarding the app we're testing.

Today, I'll be asking you to try out a new tattoo design app called Think Ink and do a few activities using the app. I'd like to understand what works well and doesn't work well about the app. Please remember I'm testing the app and not you! There are no right or wrong answers – I just want to hear your honest thoughts and opinions. Don't worry about hurting my feelings; I can only understand what doesn't work and make improvements if you give me candid feedback.

I'll start by asking you a few general questions, then move onto some activities using the Think Ink app. When you're looking at the app, I'd like you to think out loud as much as possible to let me know what you're thinking and feeling as you explore the app. For example, you could say "I see a calendar icon and I think that will take me to a screen where I can see appointments that I have made, since other apps use it that way" or "I feel confused on this page because I thought this icon would take me to settings, but I will go back to the home screen and try again".

Also, please keep in mind that the app you will be testing is a design prototype and only has basic functionality. Interactions you would normally have in an app, like dragging a screen or typing in a field will be done with simple clicks. Any field you would normally type something in will auto populate.

If at any time you find yourself confused or unsure as to what you're supposed to be doing, that's totally fine! Just let me know and I'll get you back on track. You should also feel free to let me know if you need a break at any point or if you'd like to end the session early.

Finally, before we get started, would it be okay if we were to record your screen and voice during this testing session? The recording will only be used to help me understand where I need to improve the app and won't be shared with anyone else. Is that okay?

Do you have any questions so far?
Okay! I'll start recording and begin the session.

Demographic Questions

(Demographic questions were asked during recruiting and won't be asked during the testing.)

1. What's your age range?
   (18 – 24, 25 – 34, 35 – 44, 45 – 55, 56+)
2. Where do you live?

3. What is your occupation, field of study, or life experience?

Background Questions

1. Have you ever used an app or website to look at tattoo images or images in general? If yes, which ones? If not, why not? What did you like about the app/website? What did you dislike?

2. Have you ever contacted a vendor/artist online to buy something from them? How do you feel about contacting a vendor/artist online?

Open-Ended Questions

1. After taking the style quiz:
   - What do you expect the purpose of the style quiz is?
   - How did you feel about the style quiz?
   - Why do you think you experienced those feelings?

2. Focusing on the bottom navigation bar, what do you expect the icons to do?
   - Did the icons meet your expectations?
   - Can you share why you thought that?

3. Take a look at the home screen, without clicking on anything:
   - What are the first features and information you recognize?
   - How do you feel about this screen?
   - Why do you think you experienced those feelings?
   - How would you start using it? Where would you tap first? Why?

Direct and Scenario Tasks

1. Imagine that you are looking for a tattoo design and see a ghost tattoo that you like. **Save the ghost tattoo to a new album.**

2. You want to look for other designs that are more minimal. **Use the app to search for minimal tattoos.**

3. You remember a previously saved panda tattoo and want to show it to your friend. **From your saved images, share the panda tattoo with a friend.**

Satisfaction Questions

After the user completes each task, they will be asked one question to measure satisfaction:

Overall, how difficult or easy was the task to complete? (1 – Very difficult, 7 – Very easy)

Wrap-up

Okay! That's the end of the session. Thank you for participating and helping us better understand how we can improve Think Ink. Can I reach out to you if I have any follow up questions? Before you go, do you have any other questions or feedback for me?