Usability Guide - V0

Udacity Air

Respondent Information

Respondent ID		Location	
Persona		Occupation	

Setup

[ ] Discussion Guide Printed or a New File is Copied
[ ] Known Respondent Information is Filled In
[ ] Prototype is open and running

In-Person Sessions

[ ] Activities are printed and ready
[ ] Respondent Post-It Card Created (with respondent ID, Date, Location, etc)
[ ] Recording devices are running
[ ] If remote viewers: link shared with the team

Remote Sessions

[ ] Session link created and shared with the respondent
[ ] Recording button is clicked and running
[ ] If remote viewers: link shared with the team
[ ] Screen sharing is activated and mouse control is granted

Introduction Script

Thanks for taking some time to talk with us today. We're working with an education company exploring a new opportunity to offer new meal options to their students. This phase of research is to explore and validate our direction on what this service will look like.

During this session, we'll be asking a few open-ended questions and then walk through some early prototypes.

Everything you say will be kept strictly anonymous and confidential.

There are no right or wrong answers to our questions! We want to understand how you interpret and understand our designs. The prototypes we'll be testing are incomplete - As such, please talk out loud whenever possible about what's on your mind during these tasks. When you're going to enter text, please say what you'd like to type. Most importantly - try to be as honest as possible, I promise, you won't hurt our feelings.

{If recording: We'll be recording video, audio, and notes for my own memory and to share with my team, however, everything you say is strictly confidential and all data will be securely encrypted. We might share anonymized quotes or aggregate statistics from these sessions as we grow the business, for example as we market the service. We'll never link this data back to your name publicly. Does this make sense and are you ok with it?*}*

[If offering incentive: You'll receive a [$__ gift card, cash, discount] at the end of this session. [*If gift card:* We'll email the gift card to ____.] Is this ok?

Any questions before we start?

Opening Ethnography

Flight Interruption Experiences

- When was the last time you missed a flight?
    - Were you checking status on any applications?
    - What went wrong?
- Do you have a preferred airline?
    - When was the last time you took this carrier?
    - When was the last time you took a different carrier?
- Do you purchase Trip Interruption Insurance?
    - What do you think it covers?

Usability Tasks

Login Flow

Login Flow	Task Point	Notes	Pass/Fail
	enter email		
	enter password		
	click login		
	understand view context		

Wrap Up

- Is there anything you think I didn't ask?
- Do you have any questions for me?

Great, that's it. Thank you so much for participating in this phase of research. Our job now is to take this data and observe patterns with other respondents like you. All of this will help us to build a better cafe experience for everyone - and your responses make this possible. [*If continuing research:* Would it be ok if we reach out with future research questions as we iterate the prototype]