

Test Goals

To observe users' interactions with the app and evaluate their experiences with the key features.

To identify potential pain points. To define the quality of accessibility, flow, navigation, information architecture, and general design of the addition.

Test Subject

Low fidelity prototype for Railink application.

Test Methodology

Online User testing

Participant

Users who commute on a daily basis

Recruiting Plan

Personal networks and strangers that fit the demographic in proximity.

Script Procedure

Welcome the participant, "My name is Sabina, thank you for coming and participating in this one to one

interview. Everything will be kept anonymous and confidential. Feel free to ask any questions." After the

study, there will be a short debrief and I have

" First, I will send the consent form and you can go through it before proceeding to the study. As this will tell you about the study and what data we collect. If you agree to the terms, then please sign the form and we can proceed. Please let me know if you have any questions." { Have them open their camera

and mine as well}

{take a few minutes for them to go through the form}

{Ask them if they completed the form}

"Excellent, thank you for agreeing to participate in the study".

{Next, I will ask them again to have consent to record for the study and give them a reminder that they are free to leave the study anytime they like if they do not want to participate in anymore}

{Wait for their response}

{After began to start the recording}

[Turn presentation control over to the participant, for them to share their screen.

"Next, I will ask you to go to the links that I sent under the chat box with our prototype link in my mobile application in a low-fidelity iteration. Our product is called Railink is an app to incentivise the public to come into train stations and make use of their amenities.

"I will be making you the host on zoom so you can share your screen, to complete the tasks successfully. While you are doing your tasks I will be making notes and any observations that I see like your facial expressions, where you are clicking first initial reactions etc. At this point do you have any questions? "

{Wait for their response}

"Okay! Lets, Start first click on the desktop application and start familiarizing yourself with the app. "

{Give them 20 seconds to review the application}

Start the timer

Timer ends

"Now, I will give you some tasks that I would like you to complete. If you get stuck, let me know and I will help you out.

“For your first task, I want to see you redeeming the points in your account . Let me know once you are done. I will put the user task in the chat box as well.”

{ start making notes on reactions, what they click on, what they are saying}

{ wait for their response of completion number 1 task is finished}

“Excellent, The second task is to plan a trip in the least amount of time commuting Again let me know if you have any questions or need help using the prototype”

{ wait for their response of completion number 2 task is finished}

Last task, Complete an purchase on card to see confirmation ticket

{ wait for their response of completion number 3 task is finished}

“At this point and time we are done with the tasks. Thank you for interacting with the prototype and providing your feedback. I was hoping that as the last step, we can debrief and I will be asking you six questions to get an overall opinion and share your experience using the prototypes and suggest any improvements. “

Scenario 1

User Goal: To see the functionality of the point system

User Task: Redeem the points in your system

Scenario 2

User Goal: To see the usability of booking a transit trip in a smooth transition

- User Task: Plan a trip in the least amount of time commuting

Scenario 3

User Goal: You see that you have to make add funds to your card to see your confirmed ticket.

- When looking at that, where do you think clicking on that will take you?

- User Task: Complete an purchase on card to see confirmation ticket

Tasks, Errands

- How do you feel about adding funds to your bank account card?
- How do you feel about the process of booking your trip?
- How do you feel about being able to redeem your rewards ?
- Did anything feel confusing or out of place?
- Did you enjoy anything or feel that anything was lacking?