Remote unmoderated study with a survey sample script - mobile phone app

Introduction

Thank you for participating in this study.

In this study you will explore the Great Apparel mobile app. The team at Great Apparel just released their app for iOS and Android. We want to get your feedback to make sure that the app is easy to use and appealing.

We will ask you to complete a few tasks. There are no right or wrong answers. If something is confusing, we'd like to know about it so that we can improve it for future users. We want your honest feedback. We are testing the app, not you!

The session is open for your submission until [enter date]. The expected effort is a single session of about 45 minutes. This time is an approximation.

If you have any further questions either before or during the session, please contact [insert contact name and info].

Instructions

During this study we will ask you to write down your thoughts as you use the app. Each task will have at least one open-ended question where we invite you to write down your comments. Please share how you feel about using the app, what you like or dislike, whether anything was confusing or unexpected, anything that you'd like to see added and so on. Please explain your answer as best as you can. A comment such as "I love this app." or "I hate this app" is not very helpful. We'd like to you know what you liked or disliked about it, for instance "I love that it is so easy to set a reminder" or "I got confused when I was asked to select the size. I tried to open the sizing chart but even though I clicked on the link I didn't see the chart. I also had a hard time finding out where to click to write a review, but I found it after looking for a while."

The version of the product you will use can be downloaded at [location]. [Add installation instructions if applicable].

Please remember to use your [device] to complete this study. Do not use another device. If you have any questions, please contact us.

To get started, download the Great Apparel app from the store and install it.

Tasks

Task 1

Imagine that you are looking for a new winter coat for yourself. Browse to find the section with coats. **Do not use** the search bar.

Once you are in the coats section, answer the questions below.

Rate the task of finding the section:
[very difficult, ...]

Please explain your answer: [open ended feedback]

Task 2

You are looking for a blue coat. Narrow down the results in this section to only show blue coats.

Rate the task:
[very difficult, …]

Please explain your answer: [open ended feedback]

From the list page, how clear is it whether the item is currently available?
[not clear at all, not very clear, neutral, somewhat clear, very clear]

Please explain your answer: [open ended feedback]

Task 3

Click on the "Stormy Winter" model that is featured in the list of coats and view the product details for this coat. Rate the following statements:

Statements:
The information is clear
The information seems complete
The images were helpful
It was easy to get size information
It was clear whether the item is available
Shipping cost and time was clear

Write down any other comments you have about this product page: [open ended feedback]

Post-Session Questions

Please rate your overall experience of using the app:
[star rating]

How likely would you be to recommend the Great Apparel website to a friend or a colleague?

USERindex

How often do you use mobile apps to shop for apparel? [...]

If [not never], which brand's apps have you used in the past 6 months? [open ended]

What do you use an apparel mobile app for:

Check all that apply
- Looking at products
- Reading reviews
- Buying items
- Other [open ended]

Please select your gender:

Please select your age range:

Thank you for participating in this study.