

Remote unmoderated study with user videos

Introduction

Thank you for participating in this study.

In this study you will explore a prototype for the new Great Apparel website. The team at Great Apparel is redesigning the app. We would like to run the current design by you and get your feedback.

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

You will be using a prototype for this study, not a live app. While it may look like a real app, just remember that some links may not work when you tap on an item and some of the content may not be the real content. If you click on a link and nothing happens it means that this path is not currently implemented.

The session is open for your submission until [enter date]. The expected effort is a single session of about 30 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 talk aloud as you create your user videos. Please talk about the tasks that you are completing and mention any thoughts you have as they come up. Talk about how you feel, what you like or dislike, whether anything was confusing or unexpected, anything that you liked and so on. Please remember to continue talking throughout the video; sometimes people start thinking out loud but forget to do so after a while. Your input is very valuable to us.

[If using an external video recording tool]

To record your tasks, please download [URL or app of video recording tool]. A Quick Start tutorial is available at [URL of tutorial]. Once you have installed the tool, please try it out and make sure that you are comfortable recording the screen and your voice, and make sure that you know how to start, pause, stop and save the recording. Review your test recording to verify that your screen is visible and your audio is loud enough and clear.

Please make a separate user video for each task. Save each file in .mp4 format. The filename should follow the following format: initials_task#.mp4. For instance, AL_Task1.mp4.

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.

Tasks

Task 1

Open the prototype. Imagine that you are looking for a new winter coat for yourself. Find winter coats. Look for a blue winter coat in your size and within your budget.

Remember to start the recording and state your first name. Describe the task you are about to perform.

Task 2

Add the coat you wish to purchase to your cart and check out. Stop before clicking on the 'Submit order' button; we will not actually buy the coat as part of this study.

Remember to start the recording and state your first name. Describe the task you are about to perform.

Additional tasks

...

Post-session questions

[Net Promoter Score] How likely would you be to recommend the Great Apparel website to a friend or a colleague? (answer options 1 - 10)

[USERindex] Please rate the following statements:

- I felt the site responded quickly
- I found the information on the site to be accurate
- The site does what I need it to do
- The information on the site was useful to me
- I found the site easy to use
- It was easy to find what I was looking for on the site
- It didn't take me long to learn how to use the site
- It didn't take me long to complete my task on the site
- I found the design of the site appealing
- I liked using the site

(answer options: strongly disagree, somewhat disagree, neither disagree nor agree, somewhat agree, strongly agree)

Please select your gender:

- Female
- Male
- Other/prefer not to say

Please select your age range:

- Younger than 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- Older than 64