

# Pretsl 2 Research Protocol

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## Intent of the Application

Provide a comfortable and familiar online shopping experience for general consumers.

## Goals of the User Group

- To safely and securely purchase and obtain items from local stores
- To save time (no waiting in line)
- To support local small businesses
- To have an easy and intuitive online shopping experience

## Goals of the Organization

- To allow consumers to shop online at smaller stores that might not otherwise be able to fully operate through e-commerce
- To onboard as many potential business clients as possible
- To capitalize on this generally untapped market

## Research Goals

- Discover barriers that users encounter as they **navigate** through the site
- Assess to what extent this site matches users' mental model of how to order groceries
- Identify pain points/barriers in carrying out actions on the site
- Identify the expectations of users for each page/task. (conventionality)
- Determine whether phrasing and wording is accessible and comprehensible

## Tasks

- Receive customer support.
- Sign In
- Go through the ordering process
  - Find items (search)
  - Compare search results
  - Add quantity to cart
  - Edit cart
  - Check out

- [Add credit card/address]
- [Select time for P/U & Delivery]
- Reorder items previously purchased
- Edit profile (Manage shopping preferences)
- 1-7 rating: how did this experience feel?

### **Research Materials:**

- Website prototype, ready to be screen-shared
- Airtable form with group access
- Zoom
- Headphones
- Laptop
- Otter.ai

### **Timing and Duration**

Individual evaluation sessions: 45 minutes

Lab sessions: 30 minutes

### **Remote Logistics**

- Set up in zoom, with the website prototype ready to share.
- Stable internet connection
- Working microphone
- Back-up audio recorder

# Pretsl 2 SCRIPT

*\*begin recording\**

## **Introduction & Thank you (<2 minutes)**

Hello [participant name], my name is [moderator name]. Thank you for taking the time to participate in this research session with me today. We're scheduled for 45 minutes [30 minutes for in-lab], is now still a good time for you? Do you have a hard stop?

I am going to be reading from a script to make sure I don't miss anything.

During the next 45 [30] minutes, we will be looking at a website prototype where I will provide a scenario and ask you to complete several tasks. Please try to think out-loud and talk through everything you're thinking and doing. This will be really helpful for me.

Keep in mind that this is a prototype, so not every feature is fully functional.

Any questions so far?

## **Reassurance & Recording Check (~1 minute)**

Great. First, I want to be clear that we are testing the website prototype, not you. There are no wrong answers. I did not design this prototype so you will not hurt my feelings and it will really help us improve the design if you are as candid as possible.

If you have any questions as we go along, please ask them. I may not be able to answer them right away, since I'm interested in how people will use the site when they are alone. But if you still have any questions when we're done I'll try to answer them then and if you need to take a break at any point, just let me know.

With your permission, I'd like to record what happens on the screen and our conversation. The recording won't be seen by anyone except the people working on this project. It will be helpful for me to refer back to later.

Do I have your permission to record today's session?

*\*continue to record or end recording\**

## **Sensing Questions (~3 minutes)**

Ok, thank you for that. Now I have a few quick questions for you before we look at the website prototype.

**What percent of your shopping would you say you do online?**

**Which online retailers are your favorite and why?**

**Who does most of the meal planning and cooking in your household?**

**Where do they (you) shop for groceries?**

## **Context Setting / Prototype Introduction (~2 minutes)**

Awesome, thanks so much for sharing that. Now we're going to go into the website prototype that we'll be testing today. I'll share my screen.

*\*share screen - have screen open to Google search page\**

Can you see my screen?

*\*User will confirm or deny screen sharing\**

Excellent.

Because of privacy reasons, I will need you to control my screen from your computer. To do this, you will need to navigate to the top of the shared screen, you will see "View Options". Click that and a drop-down menu will appear & you will select: "Request Remote Control". You will then gain control of my screen for the purposes of this session.

*\*Approve screen control\**

Great! Now for this first part I am going to ask that you please stop touching your mouse or trackpad and I'm going to take control back for a moment to get us started.

Please imagine you are a person who is looking to order a few items from a small local grocery store. Today you'll be shopping with El Burrito Mercado.

*\*navigate to El Burrito Mercado (<http://www.elburritostp.com/mercado/>) and scroll down the home page slowly\**

Just briefly, here is a quick scan to familiarize yourself with El Burrito Mercado. Now, I am going to open the website prototype for El Burrito Mercado's online store.

*\*open website prototype\* (<https://shopdemo.pretsl.com/web-app/>)*

## **First Impression Questions (~5 minutes)**

**What do you see on this page?**

**What stands out?**

**What would you expect to be able to do here?**

Thank you for that input. You can take control of your mouse now.

*\*user will take mouse control\**

## **Task Questions (~20 minutes)**

Now I have some tasks I'd like you to do for me. Once again I want to remind you to please think out loud. Tell me what you are thinking and what you are doing as you go along. Sound good?

**You want to place an order for coffee and apples. Without clicking anything yet, how would you expect to go about doing that?**

**Now please go ahead and proceed to purchase coffee and apples.**

*\*Once we hit sign-in\* \*(PAUSE)\**

**What did you expect to happen?**

Please continue signing in with the provided information and finish adding your coffee & apples to the cart.

**You've just remembered you need corn for dinner this weekend. How would you add corn to your cart?**

**Now you know you'd like to order something from the bakery, but are unsure what they have in stock today. Show me how you would determine what baked good to select.**

**You opened a baked good product page and you changed your mind. What would you do to go back to the other bakery items?**

**You only have one apple in your cart but want to buy 3. What steps would you take to do this?**

**Now you're ready to place your order, How would you go about doing this?**

**You want to pick up these items. How do you expect that process to happen?**

**How do you want the store to communicate order updates with you?**

**Imagine you placed an order last week and now you want to reorder some of those same items. How would you do that?**

**You picked up your order and unfortunately two items were missing. What do you do?**

**You need to add your phone number to your profile in order to get delivery updates. How do you do this?**

Great! Thank you for your answers so far. We are finished with the tasks and I just have a few questions remaining. Now, please go to “More Options” in Zoom, and select “Give Up Remote Control”.

*\*take back control of screen but continue to screen-share\**

**On a scale of 1 to 7, with 1 being ‘dissatisfied’ and 7 being ‘very satisfied’, how would you rate your experience navigating this website?**

**Could you tell me more about why you selected this rating?**

**On a scale of 1 to 7, with 1 being ‘very easy’ and 7 being ‘very hard’ how intuitive was this website?**

**Could you tell me more about why you selected this rating?**

**On a scale of 1 to 7 with 1 being ‘likely’ and 7 being ‘not likely’ would you shop at your local neighborhood store online?**

**Could you tell me more about why you selected this rating?**

**On a scale of 1 to 7, with 1 being ‘very similar’ and 7 being ‘very different’, how would you compare your experience with this prototype to your experience with similar online ordering systems you’ve used in the past?**

**Could you tell me more about why you selected this rating?**

## **Reflection Questions (~2 minutes)**

Those are all of the questions I have.

**Do you have any questions for me? Or thoughts you didn't get a chance to mention?**

I'm going to check with my team quickly to see if they have any final questions. I will just be a moment.

*\*checks with team for further questions\**

**Remaining team questions**

## **Thank you and close (~1 minute)**

Alright, well thank you so much for your time, this has been really helpful.

*\*End screen share, stop recording, log off call\**