**UX Fundamentals** UX Challenge

# BusyBus



by Andrew Bootsma on April 1, 2019

# Usability Testing Script

Hello, _____. Thank you for joining me today, my name is Andrew and we will be going through a usability test for an app called BusyBus.

Before we begin I will explain what we are doing and what is required of you.

We are testing a prototype for a new transit app called BusyBus. It does not include any color or images. It is a paper sketch prototype including some symbols and text from the app. I will be asking you to use the prototype to perform a few tasks that one would typically use the app for.

I must stress that we are here to test the prototype's usability, not *your* ability to use it. If I ask you to do anything that you find difficult to complete, that is important for us to know. We will use this information to improve the app.

As we go through the test I invite you to speak your thoughts out loud as much as possible. Information that you are thinking about can be beneficial to our design team.

As you are speaking, feel free to be as critical as necessary. Nothing you say can insult us. If something isn't working well it is important for us to catch that now. If we don't catch it now then we could have many disappointed customers in the future. We would like to avoid that.

If you have questions at any time please feel free to pause and ask them. Some questions I may not be able to answer right away but I will do so if I can. Likewise if you need a break at any time just say so and we can pause.

- Do you have any questions now, before we begin?

To get started can I ask you a few demographic questions? These will not be shared with anyone outside the testing team. We are only trying to define which type of user you are.

1. What is your profession? Or what takes up your time during the day?
2. How many hours would you estimate you use the internet each week?
3. If you were to guess what percentage of time you spend on email and what percentage of time you spend browsing, what would you guess?
4. What type of websites do you like to visit?
5. Do you have any favorite websites?

Now, let us move to the prototype.

- To begin can you describe your initial impressions of the first page with a map? Can you try to describe what you see?

Next I am going to ask you to talk about how you would perform a few tasks that are commonly done on the app. Remember to talk out loud as much as possible.

1. Can you see where the bus stop is located?
2. Can you determine which bus is coming next?
3. Can you determine when that bus is arriving?
4. Where would you click on each screen to go from one to the next?

Excellent, we are finished with the questions. Thank you so much for taking the time to sit down with me today.

- Do you have any follow up questions for me?

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