

# Usability Test Script: Intently

## Introduction

Hello and thank you again for taking the time to participate in some user testing for my project. I'm Mily, the designer working on this project and I'll also be leading today's session.

Before we get started, I'd like to explain to you what we're going to be doing today so you know exactly what to expect, as well as some context regarding what it is we're testing and why.

- I'll be asking you to try out a new mobile-banking app called Intently and do a few activities using the app. I'll be sending it to you as a link and I would need you to share your screen once you've opened it
- I want to understand your point of view of what works well, as well as what doesn't
- The session is for testing the app and not you! Therefore there is no right or wrong answer
- Please don't refrain from any comments that you think maybe upsetting, it can only help me make better improvements
- We'll start asking you a few general questions about your use of mobile banking apps, as well as your habits of shopping online
- I'll give you a series of tasks for you to try and do. When you're interacting with the app, please think out loud as much as possible to let me know what you're thinking & feeling e.g. if you expected to find a particular piece of information after clicking on something, but it wasn't what you expected
- If any time you feel confused or you're lost, that's completely fine! Let me know and we'll get you back on track

Finally, before we get started, would it be okay if we were to record this session. The recording will only be used by me to follow up the notes to further dig where we need to improve the app and won't be shared with anyone else. Is that fine with you?

Do you have any questions so far?

If no, let's start!

## Demographic questions

[N/A for usability testing session as demographic information has already been collected in the recruitment process]

Users are between 18-35 years of age, online shoppers & have used online banking apps in the last year

## Background questions

- You mentioned you've used mobile banking or personal finance management apps within the last year can you tell me what those apps were?
- To what extent would you agree with the following statements on a scale of 1-5 - where 1 = strongly disagree and 5 = strongly agree

“I find shopping online a positive experience”  
“I have regretted certain purchases that I've made online”  
“I want to be more intentional with the things that I own”

## Open-ended question (1)

Thank you for answering these questions! Now we'd like to show you the prototype of Intently and start by getting your first impressions. I'd like to preface that its prototype, we can sort of say that the app is currently at the “skeleton” stage of its design, that's why it looks quite simple.

**\*\*share prototype link with the user, request share screen & instruct on how to view in ideal scale\*\***

Spend some time looking at these screens **[onboarding]**. Could you click through up until the point you would hit start and **tell me your first impressions? What do you understand Intently does?**

**\*\*participant responds\*\***

Moving on to the next session, here are some tasks that I'd like you to perform with the platform. Please kindly think out loud, let me know what you're looking at as well as what you're thinking and feeling as you navigate along. Do let me know when you feel stuck and feel free to ask me any questions anytime

## Tasks

- 1) **Direct task:** Sign up and add an account to Intently **[Sign up & log in]**

**Scenario:** You've just downloaded the app and you would like to sign up to Intently and connect your Natwest current bank account to it.

**Follow up questions:** How did you feel about creating an account and adding linking up your current account? Does it feel secure? (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

**\*\*participant should be at home/dashboard before next open-ended question, instruct if otherwise\*\***

## Open-ended question (2)

Spend some time looking at this screen. Without clicking on anything, please tell me what you understand you could do, for example what you expect if you were to press the “+” button in the middle? **[Home screen, dashboard, menu]**

## Tasks continued

- 2) **Direct task:** Create an undo purchase [De-prioritise & jump to question 6 with context before asking user to test the feature if time is running out and participant does not have time to run into overtime]

**Scenario:** You now have access to Intently's features by having their pre-paid card. Imagine the times you've regretted an online purchase after you clicked 'buy'. Intently offers a feature to allow you to "undo" online orders within a specified time window if you change your mind. I would like you to set up this feature.

**Follow up questions:** How did the process feel to you, are there other things you wish that you could set as a parameter? (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

- 3) **Direct task:** Search and undo a purchase [A feature allowing users to search through past behaviour]

**Scenario:** Now imagine you've made an order of face masks on LookFantastic, but you remembered that you have other used skincare products to use up. I would like you to go through the step to 'undo' this purchase

**Follow up questions:** How did the process feel to you? (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

- 4) **Direct task:** Top up Intently card [A feature allowing users to move money]

**Scenario:** Imagine that your Intently pre-paid balance is running low and you need to top it up. I'd like you to add £20 to your Intently card from your Lloyds bank account

**Follow up questions:** How did the process feel to you? (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

- 5) **Direct task:** Create a personal purchase authorisation [De-prioritise & jump to question 6 with context before asking user to test the feature if time is running out and participant does not have time to run into overtime]

**Scenario:** You now have access to Intently's features by having their pre-paid card. You're someone that occasionally spends a lot on fast fashion brands and sometimes regret the things you buy. Intently offers a feature that asks you self-reflection questions before an online order goes through to help you reflect on your purchase intentions. I would like you to set up this feature. (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

- 6) **Direct task:** Utilise personal purchase authorisation feature [A form of security to authenticate a transaction]

**Scenario:** Now imagine that you've just made an order on PrettyLittleThing after being targeted

## Exercise 4.4 – Usability Testing Script

Mily Sin | Intently

with a 50% discount code. Intently will get you to authorise your purchase, please go through the steps

**Follow up questions:** Talking about the way that prompts were presented to you, do you feel that your purchase was restricted or 'blocked'? (Ask Single Ease Question – 1 to 7, 1 = very difficult, 7 = very easy)

### Wrap up

Okay! That's the end of the session. Thank you for participating and helping me better understand how I can improve Intently. Before you go, do you have any other thoughts, feedback or questions for me?