Matthew DiGirolamo
Kent State University – IAKM60104: Usability I
Module 3 Assignment: "Screener and Tasks"

Screener Script (Moderate User Group)

IMPORTANT NOTE TO RECRUITER:
- ***Recruits must speak clear English and be eloquent***
- *While screening these people, please monitor how quickly they respond to the questions. Please only consider articulate respondents as qualified.*

Read: Hello, may I please speak with (*ask for name on list*)?
This is _____ calling on behalf of Papa John's.

Papa John's is in the process of improving their website and is looking for people to give feedback about certain website features. I am calling to see whether you would be interested and able to participate in a **remote** research session on:

Wednesday, January 21st –or– Thursday, January 22nd

Each interview will last 60 minutes. In appreciation of your time, you will receive a $120 American Express Gift Card as an honorarium.

Any information you provide today will be treated as confidential and will not be shared outside of this research project.

This session will take place with you sitting at your desktop computer and talking with the moderator over the phone. We will be using a web conferencing tool that will allow for other team members to observe the session remotely.

During the session you will be using the website to complete some tasks and give feedback about how easy they are to perform. If you are interested, I'd like to ask you a few questions, to see if your background matches our research needs. Would that be OK? *If they agree, continue.*

1. Sometimes a company with a website invites people like you to participate in research using and evaluating their online products. This research is called a usability evaluation. Would you be interested in participating in one of these sessions?
   - ____ Yes　　　　　　　　　　　　CONTINUE
   - ____ No　　　　　　　　　　　　**THANK & TERMINATE**

2. Now, please think about using the Internet in general. In terms of navigating websites, would you describe yourself as...
   - ____ A beginner　　　　　　　　**THANK & TERMINATE**
   - ____ Familiar　　　　　　　　　　CONTINUE
   - ____ Proficient　　　　　　　　　CONTINUE
   - ____ An expert　　　　　　　　　**THANK & TERMINATE**
   - ____ A master　　　　　　　　　　**THANK & TERMINATE**

3. For this study, we need to speak to people of various ages. What is your age?

    (RECRUIT A MIX)

_____ Under 18	**THANK & TERMINATE**
_____ 18 – 24	CONTINUE
_____ 25 – 34	CONTINUE
_____ 35 – 44	CONTINUE
_____ 45 – 49	CONTINUE
_____ 50 – 54	CONTINUE
_____ 55 – 65	CONTINUE
_____ Over 66	**THANK & TERMINATE**

4. What type of computer do you use?

_____ PC	CONTINUE
_____ Macintosh	CONTINUE
_____ iPad/Other Tablet	**THANK & TERMINATE**
_____ Neither/Don't know	**THANK & TERMINATE**

5. What company do you work for? _____

    THANK & TERMINATE If respondent works in the food industry or any competitor of Papa John's (see competitor list provided separately)

    NOTE: ALLOW RESPONDENT TO ANSWER WITHOUT READING LISTS

6. What pizza establishments have you ordered from in the past month? Consider either take out or delivery. (*Check all that apply*)

_____ Dominos	CONTINUE
_____ Papa John's	CONTINUE
_____ Pizza Hut	CONTINUE
_____ Little Caesar's	CONTINUE
_____ Papa Gino's	CONTINUE
_____ Cici's	CONTINUE
_____ Locally owned shop	CONTINUE
_____ Other: _____	CONTINUE
_____ Hasn't ordered in past month	**THANK & TERMINATE**

7. How often did you order pizza in the last month? (*Prompt answers only if necessary*)

_____ 1 time (Once a month)	CONTINUE
_____ 2 - 3 times (A few times a month)	CONTINUE
_____ 4 - 5 times (Once a week)	CONTINUE
_____ 6+ times (Multiple times a week)	**THANK & TERMINATE**

8. How often do you order food for take out or delivery using a website?

_____	Never	**THANK & TERMINATE**
_____	Rarely	CONTINUE
_____	Sometimes	CONTINUE
_____	Often	**THANK & TERMINATE**
_____	Always	**THANK & TERMINATE**

9. Which of these sites have you used to order food online for take out or delivery? (*Check all that apply*)

_____ Seemless

_____ Foodler

_____ Grubhub

_____ Restaurant site: _____

_____ Other: _____

MORE THAN 2 SITES NAMED? THANK & TERMINATE

10. Tell me about what you typically order when you call a pizza place. (*Check for eloquence and coherence*)

_____

_____

If articulate and/or interested and helpful, and motivated by information (rather than small talk) then go ahead and schedule.

Thank you. The study sessions we have available are _____.

What is most convenient for you? _____.

Great, now I just need to get your contact information:

Email Address: _____

Phone Number (for contact day of session): _____

Cell Phone Number (alternative contact):_____

1) To summarize, you will be participating in a **one-on-one** remote usability session with Papa John's on _____**(Date)** at _____ **(Time).** This session will last **60 minutes**. In appreciation of your time, you will receive a **$120 American Express Gift Card.**

2) Papa John's will send you an email confirmation with a few more details. Please be on the lookout for that within the next few days.

We appreciate your participation. Our phone number if you need to contact me is…
Thank you. Do you have any other questions?
OK, be on the lookout for your confirmation email from Papa John's.

<u>Moderator's Guide: Papa John's Online Ordering Usability</u>

ICEBREAKER

Thank you again for agreeing to participate today. My name is Matt and I'm a user researcher for Papa John's. Have you ever participated in website research before?

WHAT YOU WILL BE DOING TODAY

Before we start, I want to make sure you're comfortable with the process, so let me walk you through a couple of points about today's 60-minute session:

• The goal of today's session is for us to learn from you. We want to understand how to improve the website, so your feedback is going to be really valuable for us, both positive and negative. Be open and honest about your feedback.

• My role is to facilitate this session to make sure we finish within the hour. I may ask you questions from time to time, but mostly I will let you use the website as you normally would at home or work, as if I wasn't here.

• Please comment freely today and think aloud as much as possible. There are no right or wrong answers and this isn't a test. I want to hear all of your thoughts.

• I wasn't involved in the design of any of the screens that you'll see today, and I won't be offended –or– flattered if you share your honest feedback with me.

• We are recording both the audio and the screen the session today, for research purposes only, in case I need to revisit my notes. Your response and feedback is anonymous and none of your personal information will be included in the results.

• I may have some colleagues who will be observing today's session. They're really interested in hearing your thoughts and seeing your reactions, but they won't be interacting with you directly.

Do you have any questions for me before we get started?

LET'S BEGIN

1. Feel free to ask me questions as you go. I will do my best to answer them, if I know the answer. Also, I may intentionally wait until the end of the session to answer.

2. While you're looking at the site today, I want you to 'think aloud'. This means I want you to tell me your thoughts and impressions, what you like or don't like, what you find confusing or have questions about, and even what you're reading. This helps me understand what you're thinking and doing.

3. Finally, please use your mouse to point to areas on the screen where you are focusing. This will help me understand exactly what you are referring to as we discuss the site.

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OBJECTIVE: PIZZA ORDERING   (TIME :15 - :55)

SAY: Today, I'd like you to keep the following over-arching scenario in mind…
Scenario: It's Super Bowl Sunday and you are having friends over to watch the game. You want to get ready for their arrival by getting some food.

Allow the user to complete the tasks themselves with little to no interruption.

MODERATOR NOTES & TASKS

Accessing Site & Local Store

- You heard that Papa John's has a new online experience for ordering pizza. How would you access this site? (*Direct them if they cannot find the site on their own after 10 minutes*)

- Once you arrive at the site, how would you pick your local store to order from?

Starting Order

- You know that your friends enjoy wings and soda, and you know you'll need quite a few extra large pizzas. How would you add these to your order?

Customizing Items

- While ordering, your friend tells you to make sure you don't forget the pepperoni and olives. How would you create a pizza so that these ingredients are on two different sides of the pizza?

Editing Order

- You changed your mind and no longer want to order one of the items. How would you remove one item from your order?

Changing Retrieval Method

- One of your party guests offered to go out and get the order for you. How would you change your order so that it won't be delivered?

Specials & Rewards

- Because you are ordering so many items, you wonder if you can get any deals or discounts. How would you find out what is currently being offered?

- Once you find these deals, how would you take advantage of one of them?

- One of your party guests tells you that Papa John's offers a program that gives you free pizza after you make 10 orders. How would you find out more about this program and join?

Account Creation or Guest Access

- *Once they reach this step in the process:* What would you typically do at this stage?

    - *If "guest:"* Why would you not create an account?
    - *If "create account:"* Why would you decide to create an account?

- *Regardless of their answer:* Since you are planning on ordering from this site again in the future, you want to make sure your previous orders are saved. What would you do to make sure you could find your previous orders each time you came to the site?

Checkout

- You've finished adding everything you need to your order. How would you continue to pay for your food?

- When you are checking out, you remember you received a postcard in the mail that allows you to get 15% off your first order. How would you use the code FIRST15 to get this deal and place your order?

FOLLOW-UP QUESTIONS & WRAP UP   (TIME :55 - 1:00)

1. Overall, how was your experience using the website today?

2. Is there anything missing from the experience you were expecting to see?

3. If you had a magic wand and you could change one thing on this site, what would it be?

4. Do you have any additional feedback or questions for me?

Have participant take the Post-Task Survey (SUS)

If time allows: *Check to see if anyone has any additional questions.*