

test script

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introduction

Hello there and thanks again for taking the time to participate in some user testing for Roota. I'm Diana, the designer working on this project.

Before we begin, I would like to give you a basic overview of what you'll be participating in today and what to expect. This will give you an idea of what we're testing and why.

Today, we'll be asking you to try out a new plant care app called Roota and to do a few activities using the app. We'd like to understand what works well about the Roota, as well as what doesn't work well. Please remember that we're testing the app and not you! There are no right or wrong answers—we simply want to hear your honest thoughts and opinions. To that end, please don't be hesitant to share your honest thoughts and do not worry about hurting our feelings. We can only understand what doesn't work and make improvements if you supply us with honest feedback.

We'll start by asking you a few general questions about plant care apps, then move onto some activities using the Roota app. When you're looking at the app, we'd like you to "think out loud" as much as possible to let us know what you're thinking and feeling as you explore the app. For example, you might let us know if you were expecting to find a particular piece of information after clicking on a link but the information provided was different than what you were expecting.

If at any time you find yourself confused or unsure as to what you're supposed to be doing, that's fine! Simply let us know and we'll get you back on track. You should also feel free to let us know if you need a break at any point during the testing session or if you'd like to end the session early.

Finally, before we get started, would it be okay if we were to record your screen and voice during this testing session? The recording will only be used by the project team to help us understand where we need to improve the app and won't be shared outside the company. Is that okay?

Do you have any questions so far? Are you ready to continue? Okay! We'll start recording and begin the session.

test script (cont.)

demographic questions

- [Demographic information has already been collected from participants during the recruitment process, so it won't be asked here]

background questions

Before we take a look at Roota, we have a few short questions we'd like to ask you to help us get a better understanding of how you might use Roota:

- When you purchase a plant, do you use an apps or websites to help you initially care for the plant at home? If yes, which ones? If no, why?
- Do you tend to use plant care apps/websites before purchasing a plant? Or when you need to repot a plant? Or both?
- Are there any specific aspects of caring for a plant or purchasing a plant that you would use a plant care app for? (e.g., finding local plant shops, plant maintenance classes, etc.)

open-ended questions

Thank you for answering those questions. Now, we'd like to show you the Roota app and start by getting your initial impressions of the app.

Spend some time looking over this [the home screen] screen. Without clicking anywhere just yet, can you tell us your first impressions? What you like and don't like, what you think about the information displayed on the page, or any other thoughts you might have? Remember to think out loud as much as possible.

Now that you've taken a look at Roota, can you tell us what you think the purpose of the app is?

Thank you. Now, we'd like to ask you to try out some activities using the Roota app

direct tasks

We'll now give you two scenarios and their corresponding activities. As you complete each activity, we'd like you to think out loud and tell us what you're thinking and feeling as you navigate through the app.

1. You just got a new plant that you have never cared for before. Using Roota, find the plant you just purchased and add it to your plant collection.
2. Your friend came to visit this week and loved your plant collection. She really wants to purchase a snake plant and have it grow as big as yours. Using Roota, find your snake plant in your plant collection and share plant care advice with your friend in the chat. Follow up with a progress photo request.

wrap-up

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