Usability Testing Session
B2C Digital

Test requirements

Nr. Testers Needed: 15-20 participants by the end of next week.

Time per Session: 30 minutes.

Target Profile for testing sessions:

- Gender: Women and men in equal measure
- Age: Between 26 - 42 years old
- Currently living in Germany
- Receiving deliveries at least once every 2 weeks (Food, Groceries, Packages)
- Technology affinity with minimum requirement level of "I like technology and use it whenever I need it / I perceive technology more like a tool that makes my life easier"

# Part I: Introduction and Pre-Questionnaire [5 min]

Pre-Questionnaire

What? Welcome and introduce participants to the test session. Give a short description of the test's activities and duration.

A pre-questionnaire with demographic and digital affinity questions to match/extend results later for behavioural archetypes.

How? Participants and facilitators open their cameras and introduce themselves. The facilitator takes the lead, introduces the observants and gives the link to the pre-questionnaire to start the test. Ask participants to fill out the form and inform us once they submit it.

Part II: Usability test [10-15 min]

Prototype
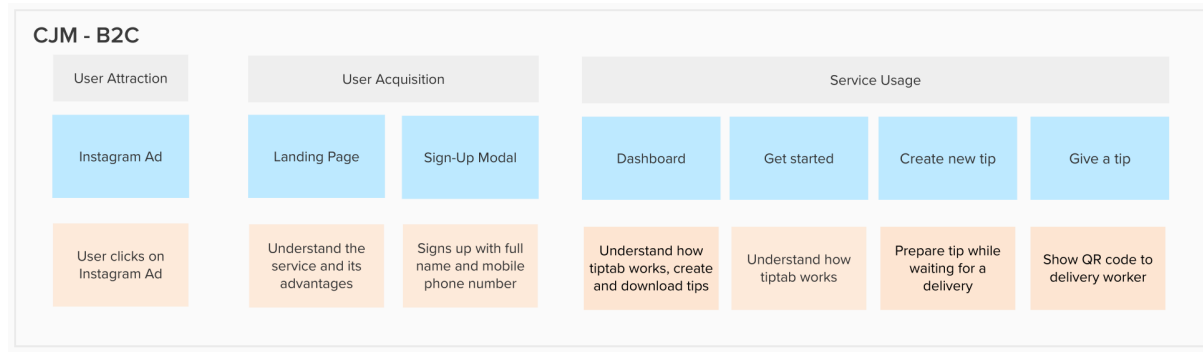
What? Present a high-fidelity wireframe prototype with some basic tasks that guide testers through the tiptab flow, from access to conversion.

The goal is to understand what motivates people to use tiptab. Collect first impressions about the concept, the interface, and their perception about the brand. Understand how users perceive the overall concept and dig deeper into their actions, thoughts, and behaviors while interacting with the prototype.

How? Ask them to share their screen. Give them an InVision link with the tasks embedded in the prototype. Remotely moderate the session. 4-5 tasks should be enough for a prototype like this.

Task 1: Check tiptab's Instagram ad
User attraction to the product

Task: Imagine you are scrolling on Instagram and the tiptab ad appears on your feed. Can you please take a look at it and tell us your impressions and thoughts.

Task Scope: Only Instagram ad screen

Task Script:

- Is this ad something that will catch your attention while scrolling on your Instagram feed? Why or why not?
- What are the things that are interesting for you in this ad?
- Can you explain what tiptab is about after looking at the ad?

- After seeing this ad, would you be interested in learning more about tiptab or even creating an account?

If the user mentions something about the brand:
- How would you describe your overall opinion of tiptab's brand?

If the user mentions they will create an account right away:
- What motivates you to Sign-up?

<u>*A/B Testing for Copy*</u>

<u>*A/B Testing for CTA*</u>

<u>Task 2: Understand what tiptab is about and create an account</u>
User acquisition (Landing page + Sign-Up process)

Task: Imagine you are interested in knowing more about this product so you decide to Sign-Up. Try to understand what this screen is about and let us know when you are ready.

Task Scope: Starts with <u>Instagram screen</u> and the goal is <u>*'your tips'* screen</u>.

Task Script:

Landing page - User understands the service and its advantages

- What are your first impressions about the page?
- How easy or difficult is it for you to understand how tiptab works?
- Are the steps to tip for your delivery clear and easy to understand?
- Does the product clearly explain its purpose?
- Are the advantages of tiptab clear to you?
- Do you understand the benefits tiptab will bring to delivery workers?

- How easy or difficult was it to create an account?
- Is the account creation process working in a way that is familiar to you?
- Did you have any issues providing your personal information? (Name, Phone Number)
- Terms and conditions: Is it something you usually check when signing up for new products/services?
- Did you have any issues introducing the confirmation code?
- Do you want to tell us about any other pains or feelings you experienced while creating an account?

Task 3: Understand how to tip with tiptab and create a tip

Service Usage (Create and give a tip)

You have created an account and now you are logged in. Let's imagine it's lunch time and you are ordering food from your favourite restaurant. While waiting for your order, you realise it will be nice to give a tip to the delivery guy.

Task: Try to understand how to tip with tiptab and create a tip.

Task Scope: Starts on *'your tips'* screen and the goal is *'tip created successfully'* screen.

Task Script:

How to tip with tiptab?

- Is the information provided in this section enough to understand how the service works?
- Would you need any other additional information to clearly understand how to tip with tiptab?

- How easy or difficult was to create the new tip?
- Were the steps of 'creating a tip' clear?
- Is the process working in a way that is familiar to you?
- How easy or difficult was to select the tip amount you wanted to give to the delivery guy?
- Did you have any issues with selecting the payment method?
- Do you want to tell us about any other pains or feelings you experienced during the process of creating a new tip?

You have successfully created a tip.

Let's imagine the delivery guy is ringing your doorbell right now.

Task: Give a tip to the delivery worker.

Task Script:

- Is it clear what you have to do to tip the delivery guy?
- Is it clear to you how the delivery guy will collect the tip?
- Do you understand the purpose of the QR code?
- Do you understand the purpose of the tiptab code?
- Is this process working in a way that is familiar to you?
- How easy or difficult do you think this process is?
- How do you feel when tipping digitally?

Part III: Post-Prototype interview [5-10 min]

What? Hold a short conversation and dig a bit deeper into qualitative attitudinal data in order to match our behavioural testing results and extend our already existing quantitative data.

How? Stop sharing the screen. Face to face conversation with a short set of questions and some off-script related to the results we observed during the session. We try to understand the inner reasoning of the decisions that moved our testers.

- How do you feel about it?
- Is tiptab solving an underlying problem you may have?
- Could you imagine yourself using tiptab to tip delivery workers?
- If yes, what is it about the way tiptab works that makes it more convenient for you to use than any other?
- How frequently would you use tiptab?
- Do you have ideas how tipping with tiptab could be easier?
- Is there anything else you would like to add or comment from your experience with tiptab?

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Communication Insights

1. It was not clear to her in which situations can she really tip and to whom. Which companies/services accept tips via Tiptab? Rewe, Lieferando, DHL, etc.?

   "All of them? Oh wow, this is big"

2. Can the usage of Tiptab create a conflict between restaurant owners/companies/partners and the delivery workers?