

Intro and Usability Test Script

Hi. My name is _____. Thank you for agreeing to participate in our usability study. This session will take around 15 minutes to complete.

Our team is creating 'Mindful Wardrobe,' a unique application designed to encourage mindful shopping by helping users manage shopping addiction and overspending. The app is crafted to enhance users' awareness of their current wardrobe and guide them towards making more thoughtful purchasing decisions. We're particularly interested in observing how users intuitively interact with and perceive the app's main functions during their initial use.

For this session, we would like you to explore the app by performing 3 tasks. As you work through each task, please remember that there are no right or wrong answers. We're interested in observing how you naturally interact with the app. While performing each task, please think out loud as much as possible by mentioning things such as:

- What you are looking at
- What you are trying to do and why
- What was challenging or confusing about the experience

If any questions arise as you are using the app, feel free to speak them out.

As part of our usability testing process, we'll be taking notes and may also take pictures during the session to capture how you interact with the prototype. These records are invaluable for our analysis and will help us improve the app. Please be assured, all recordings or images will strictly be used for project development purposes by our team only. Do we have your consent to proceed with recording and taking pictures during this session?

Background Questions:

Before we get started, we would love to learn more about you.

- What is your occupation?
- How old are you?
- How often do you shop for clothes?
- Do you primarily shop in-person or online?
- How often do you go through your closet?
- How do you feel about your current wardrobe?
- How do you feel about your shopping habits?
- What do you think this app is meant to do? → ask during home screen tour
 - Could you briefly describe the app's main features or objects in your own words?

[Start Zoom recording in meeting with closed captions]

Task 1: Scan an outfit / View digital wardrobe

[Prototype From Home Screen](#)

Start from the home screen. First, scan an outfit to your digital wardrobe and then take a look at the wardrobe within the app. What steps would you take? Can you walk us through how you would proceed to scan your outfit and view it in your digital wardrobe?

[Start stopwatch and log time]

Task 2: Mindful Shopping Prompt Response

[Prototype from Shopping Site](#)

Please click on the Mindful Shopping Prompts Link/Prototype Flow. Now, try reviewing your online shopping cart. You will encounter mindful shopping prompts as you review your cart in an external shopping app.

As you interact with the prompts, please share:

- Your immediate reaction to the prompt.
- How you decide to respond to it.

Follow-up question: Additionally, how do you usually react to prompts or reminders in apps? Are they helpful or bothersome, and why?

[Start stopwatch and log time]

Task 3: Review Your Shopping Metrics

[Prototype From Home Screen](#)

Start from the home screen. For the last task, please explore the app's metrics and trends to uncover insights into your shopping habits.

After reviewing, please share:

- How useful do you find these metrics in understanding shopping behavior?
- How do these insights align with your personal shopping habits and goals?"

[Start stopwatch and log time]

We have finished with the task portion of the session. For the final part of the session, I would like to get your thoughts and opinions about the app before we wrap up.

- First, what did you think of the app overall?
- How do you feel about the feature that allows you to scan outfits and build a digital wardrobe?
- What are your thoughts on the mindful shopping prompts?
- How useful do you find the metrics and trends overview for understanding your shopping habits?

- On a scale of 1 to 5, how would you rate your experience with the app, with 1 being the worst and 5 being the best?
- What improvements or additional features would you like to see to increase the rating you gave?

Thank you so much for taking the time to participate in this session.