Prepare for user testing: Interview guide

Compose some **pretest questions** to introduce the prototype and concept, and make your interviewee as comfortable as possible.

> Before we start, thanks for coming in today! I'd like to mention two parts of that. First, it's a reminder that what I show you and what we discuss here today will be confidential. It also gets your permission for me to record our session, just for our own internal use. That way, we can go back and review it later. And, of course, you're free to take a break or leave at any time during the session.
>
> I'll start this session by asking some background questions. Then, I'll show you some things that we're working on, and I'll ask you to do some tasks. As you work on the tasks, please think aloud. This means that you should try to give a running commentary on what you're doing as you work through the tasks. Tell me what you're trying to do and how you think you can do it. If you get confused or don't understand something, please tell me. If you see things you like, tell me that too. I'm just trying to learn from you today. I'll ask a lot of questions, but I'm not testing you. There are no right or wrong answers.
>
> If and when you do get stuck, I'm going to try not to answer your questions or tell you what to do. I'm just trying to see what you would do if you were using it on your own. But don't worry—I'll help you if you get completely stuck.
>
> Today, we're going to use a prototype. That means some links, buttons, or features might not work quite right. You can still click anywhere you like to do the tasks. When you run into something that's not working, I'll let you know.
>
> Do you have any questions before we begin?

Compose **context questions** to begin the interview.

- What kind of work do you do?
- For how long have you been doing that?
- What do you like to do when you're not working?

- How do you take care of yourself to keep yourself stylish with fashion and beauty trends?
- What salons do you go to regularly? Hair, nail, spa, or any places you go to care for your beauty?
- How frequently do you wear press-on nails?
- Have you ever used a mobile app for shopping for press-on nails or beauty products before?
- What factors do you consider when purchasing press-on nails? (e.g., design options, nail size accuracy, quality, price)
- How confident are you in measuring your nail size accurately without professional assistance?
- Have you ever requested a custom design for press-on nails before? If yes, what was your experience like?
- How important is it for you to have a wide range of design options available when shopping for press-on nails?
- Are you comfortable providing personal information, such as nail size and custom design preferences, in a mobile app?
- How would you feel about using a virtual nail measurement tool to accurately determine your nail size for ordering press-on nails?
- What features or functionality would you expect to see in a mobile app designed for shopping for press-on nails?
- How would you feel about being able to upload an image or reference for a custom design request when shopping for press-on nails?
- What are some challenges or frustrations you have encountered when shopping for press-on nails in the past?
- How likely are you to recommend a mobile app with a custom design request feature for press-on nails to a friend or family member?
- How comfortable are you with applying press-on nails by yourself?
- Have you used any virtual measurement tools for online shopping before?
- Are you familiar with hand-painted press-on nails? If yes, have you ever used or purchased them?
- What types of designs or patterns do you usually prefer for your nails?
- Have you used any mobile apps or online platforms for virtual try-on experiences? If yes, do you have any concerns?

- What features or functionalities would you expect from an ideal press-on nail shopping app?
- How important is it for you to have various customization options for your press-on nails?
- How likely are you to recommend a press-on nail shopping app to a friend or family member?
- How important is having accurate and precise virtual nail measurements when shopping for press-on nails online?

Compose **a list of tasks**. Write a brief instruction for each task that does not give any hints about *what* to do, as you want to see how participants figure it out on their own.

- Choosing a design
- Getting nail measurement through a virtual tool
- Accomplishing checkout
- Filling out and submitting a custom design request form

Compose **debrief questions.** Ask them to reflect on the prototype, its usefulness, their likes and dislikes, and how the product might (or might not) fit into their life.

- What is this? What is it for?
- What did you think of that?
- So, what happened there?
- Was that what you expected? Why or why not?
- So, what goes through your mind as you look at this?
- Did you find what you were looking for?
- What would you do next? Why?
- Is there anything else you would do at this point?
- In what ways would you want this changed to make it better for you?
- What additional info would have helped?

Confirm participants for testing by emailing, texting, or calling them.

Schedule a Zoom or Google Hangouts call with your client during the following week: You will be presenting your design solution and hopefully getting the go-ahead to continue developing this app.

Create an interview script

Thank you for joining our user testing to enhance our custom hand-painted press-on nail shopping mobile app. Our objective is to improve the user experience and the accuracy of the measurement and custom design request process. We want to understand your experience using the app, identify any challenges or pain points you may have encountered, and gather feedback on how we can enhance the user experience.

Everything we discuss will be kept confidential, and the recording will only be used for internal use. I'll start this session by asking some background questions. Then, I will ask you to perform tasks during the session and provide feedback on your experience. Please share your thoughts as you work through the tasks. There are no right or wrong answers, and I am not testing you. If you encounter any issues, please let me know, and I will help you if needed. We will be using a prototype, so some features may not work correctly, but feel free to click anywhere to complete the tasks.

Do you have any questions before we start?

> User: [Responds]

Now, I'll start this session by asking some background questions.

Background Questions:

- What kind of work do you do?
- For how long have you been doing that?
- What do you like to do when you're not working?
- How do you take care of yourself to keep yourself stylish with fashion and beauty trends?
- What salons do you go to regularly? Hair, nail, spa, or any places you go to care for your beauty?
- How frequently do you wear press-on nails?
- Have you ever used a mobile app for shopping for press-on nails or beauty products before?

- What factors do you consider when purchasing press-on nails? (e.g., design options, nail size accuracy, quality, price)
- How confident are you in measuring your nail size accurately without professional assistance?
- Have you ever requested a custom design for press-on nails before? If yes, what was your experience like?
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- What types of designs or patterns do you usually prefer for your nails?
- Have you used any mobile apps or online platforms for virtual try-on experiences? If yes, do you have any concerns?
- What features or functionalities would you expect from an ideal press-on nail shopping app?
- How important is it for you to have various customization options for your press-on nails?
- How likely are you to recommend a press-on nail shopping app to a friend or family member?
- How important is having accurate and precise virtual nail measurements when shopping for press-on nails online?

Great! Remember to think aloud as you go through the tasks, and don't hesitate to ask any questions or seek assistance if needed. Let's get started!

The first task is to choose a design for your press-on nails. Please go ahead and select a design that you like.

Task 1: Choosing a design

Imagine you're looking for a press-on nail design for a special occasion. Please browse through the available designs and choose one that you like the most. Talk me through your thought process as you make your selection.

>   User: [Performs the task while thinking aloud]

Well done! For the next task, we'll be using the virtual nail measurement tool. Please use the tool to measure your nails accurately.

Task 2: Getting nail measurement through a virtual tool

Before placing an order, we need to ensure the press-on nails will fit your nails accurately. Please find and utilize the virtual nail measurement tool to measure your nails. Share your experience and any challenges you face while using the tool.

>   User: [Performs the task while thinking aloud]

Excellent! Now, let's move on to the next task, which is accomplishing the checkout process. Please proceed with completing the checkout for your chosen design.

Task 3: Accomplishing checkout

You've decided on a design and want to proceed with the purchase. Please navigate through the checkout process and complete the transaction. Let me know if you encounter any difficulties or have any questions along the way.

>   User: [Performs the task while thinking aloud]

Great job! Finally, we have the task of filling out and submitting a custom design request form. Please provide the necessary information and submit the form.

Task 4: Filling out and submitting a custom design request form

Suppose you have a specific design in mind that is not available among the listed options. Please locate and fill out the custom design request form, providing all the necessary details for the custom design. Once you've completed the form, go ahead and submit it.

      User: [Performs the task while thinking aloud]

Fantastic! That concludes the tasks for today. Thank you so much for your valuable feedback and insights. I have a few more questions before we finish.

- What is this? What is it for?
- What did you think of that?
- So, what happened there?
- Was that what you expected? Why or why not?
- So, what goes through your mind as you look at this?
- Did you find what you were looking for?
- What would you do next? Why?
- Is there anything else you would do at this point?
- In what ways would you want this changed to make it better for you?
- What additional info would have helped?

That wraps up our session. Once again, I appreciate your time and input. Is there anything else you would like to share or any questions you have for me?

      User: [Responds]

Thank you for your feedback. Your insights will greatly help us improve the Custom Press-on Nail shopping app with the virtual measurement tool. Have a great day!