

Prototype

Figma Link

<https://shorturl.at/aFP0m>

Usability Test Intro

Hi [**PARTICIPANT'S NAME**], thanks for participating in our session today! It's nice to meet you. My name is [**NAME OF MODERATOR**] and I will be guiding you throughout the session.

On the call, we have a couple of our other usability team members just to take notes or observe, but they won't be asking you any questions.

For this session we will be testing a prototype of the Leilo website. Our goal is to understand how people learn about Leilo and its products, and evaluate users' experience with the website. We also want to let you know that we're evaluating the website prototype, not you, so there are no right or wrong answers! Please feel free to be as candid as possible.

This session should take an hour and this is what you should expect:

1. **Questionnaire:** We will start with a brief questionnaire to gather some background information.
2. **Usability Tasks:** Next, you will be asked to perform a series of tasks on the website prototype. I will be asking you questions to better understand your thoughts and feelings about your experience.

Before we start:

1. How are you feeling about your Zoom setup?
2. Will you be able to share your screen with us? This is for us to be able to see your first-hand experiences. Let us know if you need any assistance with sharing your screen.
3. Do I have your approval to record the session?
4. Do you have any questions for me before we begin?

If you have any questions, feel uncomfortable, need a break, or elect to stop for any reason whether it's related to a technical issue or not, that's totally fine! Just feel free to stop me and let me know.

So we'll start with a questionnaire. I have a couple of questions regarding your previous experiences with purchasing and navigating product information online.

Pre-Test Questionnaire

1. In the last year, how frequently did you purchase health or wellness products online (including beverages, supplements, etc.)?
 - a. Never
 - b. Less than once a month
 - c. Once a month
 - d. 2 times a month
 - e. Once a week or more
2. Describe the last time you purchased a health or wellness product online. Please include when this occurred, which platform you used, and how that experience went.
 - a. What, if any, did you like about that experience?
 - b. What, if any, did you dislike?
3. Are you familiar with kava or kava-related products (beverages, powders, shots, etc.)?
 - a. Yes
 - i. If yes, please describe any previous experiences you have had with these products.
 - b. No
4. Please rate your expertise on each of the following activities on the web.
 - a. Navigating a website to find specific product information (e.g., ingredients, benefits).

1 Novice	2 Beginner	3 Intermediate	4 Advanced	5 Expert
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b. Searching for and accessing the Learn page or educational content about a product.

1 Novice	2 Beginner	3 Intermediate	4 Advanced	5 Expert
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c. Checking and understanding product reviews or ratings.

1 Novice	2 Beginner	3 Intermediate	4 Advanced	5 Expert
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What are some key information you look for when purchasing health or wellness products online?
6. On a scale of 1-5, 1 being not important at all and 5 being very important, how important is it for you to find detailed product information (e.g., benefits, usage instructions) before making a purchase?

1 Not Important At All	2 Slightly Important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Usability Scenarios & Tasks

Thank you for completing the questionnaire. We will now move on to the usability test scenarios, where you will be asked to interact with the website prototype and perform specific tasks.

We encourage you to “think out loud.” This means to tell us everything that you see, think, or feel as you go through the prototype.

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Scenario #1

You hear about Leilo through a friend and check out their website. As a new visitor, you land on the homepage in the hopes of getting an overview of Leilo and seeing what they offer.

Tasks:

1. Take a few minutes to review the homepage and verbally walk through what you're seeing.
2. Please describe what Leilo is and what they offer

Post Task Questions:

1. What is your overall impression of the layout and content on this page?
2. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand the different sections on the page and what they're trying to convey?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
3. Was there anything you felt was confusing or missing on this page?

Scenario #2

After browsing the homepage, you become interested in learning more about the company and the founder.

Tasks:

1. Find the page on the website that provides information about when and how Leilo was founded.
2. Take a few moments to browse the page and verbally walk through what you're seeing.
3. Briefly summarize what you learned about the company.

Post Task Questions:

1. What is your overall impression of the layout and content on this page?
2. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand the different sections on the page and what they're trying to convey?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
3. Was there anything you felt was confusing or missing on this page?

Scenario #3

As a new customer unfamiliar with kava, you are interested in learning more about the ingredient and its benefits.

Tasks:

1. Find the page where you can get information about kava.
 - a. Take a few moments to browse the page and verbally walk through what you're seeing.
2. Next, find the page where you can read further about Kava's sleep benefits.
 - a. Take a few moments to browse the page and verbally walk through what you're seeing.

Post Task Questions:

1. What is your overall impression of the layout and content on the [Learn page](#)?

2. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand what Kava is and its benefits?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

a. Why did you give it this score?

3. Was there anything you felt was confusing or missing from the [Learn](#) or [Blog page](#)?

Scenario #4

As you're browsing the website, the Tango Berry Leilo beverage catches your attention. Before deciding on the drink, you want to know more about the ingredients used in the product and any relevant information.

Tasks:

1. Find the Tango Berry drink.
2. Browse the information provided about the beverage and verbally walk through what you're seeing.
3. Briefly summarize what you learned about the beverage.

Post Task Questions:

1. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand the information about the beverage?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

a. Why did you give it this score?

2. Was there anything you felt was confusing or missing on this page?

Scenario #5

You have been enjoying Leilo for a while and become interested in subscribing to a weekly delivery service of some of your favorite products. Before you commit, you want to learn more about their subscription plan.

Tasks:

1. Find the page where you can learn about subscribing to Leilo.
2. Take a moment to check out the features and benefits of subscribing to Leilo, and verbally walk through what you're seeing.

Post Task Questions:

1. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand the subscription service and the benefits?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

a. Why did you give it this score?

2. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand how to subscribe?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

a. Why did you give it this score?

3. Was there anything you felt was confusing or missing on this page?

Scenario #6

You've encountered an issue with the website and need assistance. You want to find the customer support contact information and send a message describing the problem you're experiencing.

Tasks:

1. Find the contact information for customer support on the website.
2. Send a message describing the issue you're experiencing and requesting assistance.

Post Task Questions:

1. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it for you to complete this task?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
2. Were there any areas you were confused or frustrated with? If so, what?

Scenario #7

You're an influential content creator passionate about promoting relaxation and wellness to your audience. You're interested in collaborating with Leilo as an ambassador and sharing the benefits of kava with your community.

Tasks:

1. Find the page where you can learn about the ambassador program.
2. Review the criteria for becoming an ambassador and the perks of being an ambassador, and verbally walk through what you're seeing.

Post Task Questions:

1. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it to understand the criteria and benefits of the ambassador program?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
2. Was there anything you felt was confusing or missing on this page?

Scenario #8

You're hosting a gathering and want to find a store near you where you can purchase Leilo beverages.

Tasks:

1. Find the page where you can browse stores near you that sell Leilo
2. Enter your zip code and browse the list of stores
3. Choose "The Spicy Gourmet."

Post Task Questions:

1. On a scale of 1 - 5, where 1 is very difficult and 5 is very easy, how difficult or easy was it for you to complete this task?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
2. Was there anything you felt was confusing or missing on this page?

Post-Test Questionnaire

1. Overall, what are your impressions of Leilo's website?

- a. What feature(s) do you think is most helpful?
 - b. What feature(s) do you think is least helpful?
 - c. If you could wave a magic wand and change anything about your experience with the website, what would it be and why?
2. On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how would you rate your experience using Leilo's websites? Please explain your score.

1 Very Dissatisfied	2	3	4	5 Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
3. On a scale of 1 - 5, where 1 is very dissatisfied and 5 is very satisfied, how did you find the site navigation to be?

1 Very Difficult	2	3	4	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Why did you give it this score?
4. Could you please elaborate on your experience with the site's navigation? Mention any specific features or aspects that make it intuitive or confusing.