

Global Chatbot - Usability Test

Test Objective:

Assuming our agents are available, we want to see how users will interact with our chatbot feature when tasked with some of our top issues.

Methodology: Users will be interacting with a high-fidelity prototype.

Why?

We want to find out how our users interact with a chatbot feature to see if there's anything we can improve on for the Phase 1 launch of our product.

Scenario:

Suppose you need to inquire about a home improvement site about a few issues you're having with a product that you purchased online. You see a chatbot available on the bottom right of your screen.

Imagine you are using a chatbot feature on a home improvement website to complete the following tasks.

Task #1- Order Status:

You ordered a shower stall from our website about a week ago and you're wondering if it's been shipped or not.

You know your order number is 12345678 and you used johnny@appleseed.com as your e-mail.

On a scale of 1-5, how easy was it to complete this task? 1 being very difficult and 5 being very easy (smiley emoticons)

Why did you make this selection?

Task #2- Clean and Care:

You purchased a product from us a while ago and want to see what you can use to clean the product. What steps might you take to find this information?

On a scale of 1-5, how easy was it to complete this task? 1 being very difficult and 5 being very easy (smiley emoticons)

Why did you make this selection?

Task #3- Parts:

You think you are missing a part of your product.

Your product number is 1234567-8.

What steps might you take to find the missing part of your product?

On a scale of 1-5, how easy was it to complete this task? 1 being very difficult and 5 being very easy (smiley emoticons)

Why did you make this selection?

Task #4- Parts w/o Product/Model Number:

You think you're missing a part for your product, but you don't know what your product model or parts number is.

You know it's an above-counter oval sink from your bathroom with some curved rectangular edges.

What steps would you take to find your product number to identify the missing parts?

On a scale of 1-5, how easy was it to complete this task? 1 being very difficult and 5 being very easy (smiley emoticons)

Why did you make this selection?

Task #5- Warranty Information:

You want to view the general toilet seat warranty before purchasing a toilet seat.

What steps might you take to view the toilet seat warranty?

On a scale of 1-5, how easy was it to complete this task? 1 being very difficult and 5 being very easy (smiley emoticons)

Why did you make this selection?