

## Alissa Burek interviewing Brennan

### Protocol:

A combination of in-depth interviews and usability tests will be employed to gather qualitative feedback on the prototypes. Each session is planned to last approximately 45-60 minutes, allowing ample time for both the interview and the usability test.

### Stimuli:

Brief Text Descriptions of Prototypes:

1. Hi-fi Prototype 1: "An app feature that sends you reminders about coupons when you're near a store. Vendors can boost their notifications for increased visibility."
2. Hi-fi Prototype 2: "An app feature that notifies you about discounts for items already in your online shopping cart across various brands."
3. Hi-fi Prototype 3: "A community feature within the app where users can share and discover discount opportunities, fostering a shared saving culture."

### Usability Testing Tasks:

Participants will be asked to perform specific tasks with each prototype to evaluate its intuitiveness, efficiency, and overall user experience.

Hi-fi Prototype 1: Location-Enabled Notifications

**Potential for notification overload:** Brennan brought up how, if you are walking in an area such as a mall, your phone may be overloaded with too many notifications at once.

**Potentially would not work for all users:** Brennan says when he is prompted to share his location with an app, he usually selects no. This means that this feature would not apply to him nor help him apply discounts.

**Preference for personalized discounts:** Brennan would rather select a handful of companies to receive discounts from, rather than get multiple from places he does not shop.

Hi-fi Prototype 2: Notifications for Discounts on Cart Items

**Workability issue:** Brennan does not think that this prototype will work; how does Bargain Buddy know what is in your cart if you are shopping on other various platforms?

Hi-fi Prototype 3: Community-Driven Discount Platform

**Moderators necessary:** He emphasizes that this can be a great way for users to connect and help each other find good discounts. However, there needs to be moderators to filter unnecessary content.

**Moderate timing of posts:** It is essential to keep posts up to date; if someone posts two days ago, you should not see it in two weeks.

## General Usability Tasks

It is essential to see discounts that are relevant to you; if it is possible this should be one of the main things to focus on.

## Overall Impressions

Brennan says this is a great idea and it can be a helpful app. He emphasizes the need for personalization. Also, he suggests working on some things he previously mentioned to make the app more user friendly.

## Interview Questions Post-Usability Test

1. How intuitive did you find the navigation and features of the app?
  - *Found navigation decently intuitive and familiar compared to other apps*
2. Which prototype(s) did you find most useful for your shopping habits, and why?
  - *Location enabled notifications, this will help him when he is in a newer area.*
3. Were there any features or aspects of the prototypes that you found particularly frustrating or lacking?
  - *Notifications for items in cart may not work on all platforms.*
4. How likely are you to use these features if they were available in a coupon management app?
  - *Extremely likely.*
5. What additional features or improvements would you suggest to enhance your experience with the app?
  - *Mainly personalization, and some other features mentioned above.*