

Session length: 30 minutes
Structure: Moderated usability

TinyTales Usability Script

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Purpose

This script is intended to be a detailed walkthrough for the interviewer to use during a usability interview. This is more of a guideline rather than a strict “has to be done” list, but certain questions will want to be answered in order to get specific insights that will inform the future development of this feature.

Intro (5 minutes)

- *Introduce yourself & why you're doing the research (the purpose, in brief)*
 - Hi, my name is Jack. This interview is for a UX Design sprint project, where my goal is to have you participate in several activities with the platform around reading. Thanks for being able to participate! I'm interested to learn from you about this topic!
- *Cover confidentiality, right to withdraw, consent to record*
 - A few things before we get started...
 - Is it ok for me to record this interview? It will help me remember the details of what we talk about so we don't have to take detailed notes now.
 - I want to assure you that what you share with us/me today will be anonymous in any findings reports from this research, and I want to hear all feedback whether positive or negative. That means we will not use your name or photo associated with any comments you make.
 - I also want to let you know that you can end this interview at any point, or skip any question you don't wish to answer.
- Any questions before we start?
- [start recording]

Warmup/background questions (5 minutes)

- Can you tell me a little bit about your reading habits with your kids/niblings/grandkids?
 - How often do you read with them?
 - How often do you find new stories to read with them?
 - Do you tend to read physical books? Have you ever considered digital?
- Scenario
 - You're a new mom/dad to a 2 year old son, Jameson. You read with him most weeknights, and just found out about TinyTales, an app for reading books and stories for kids. Jameson has really been enjoying books about dinosaurs lately, and you've noticed he doesn't pay attention to books longer than 15 pages or so, so you try to keep them 15 pages or less. You also want to read books about bullying because he's starting preschool in a few weeks.

Prototype link:

<https://www.figma.com/proto/PiBmulN9Fgpn4kwkVTXwn/TinyTales-Prototype?page-id=0%3A1&node-id=1%3A2&viewport=380%2C519%2C0.32&scaling=scale-down&starting-point-node-id=1%3A2&hotspot-hints=0&hide-ui=1>

Tasks (10 minutes)

- 1. Are using the filters to find new books intuitive?**
 - a. Activity: You want to explore new material for Jameson based on his interests. How would you do that?
- 2. Do users notice the recommendations?**
 - a. Activity: You only want to add books with a 4 or 5 star rating to your book collection. How would you do that?

Closing (5 minutes)

On a scale from 1-5, how easy was it for you to find a story to read?

Is there anything that could be done to make this more valuable/useful?

Thank you for participating! This was very helpful for my capstone project.