

Hi _____; my name is Leanne Scorcia, and I will be walking you through this usability testing session today.

Before we begin, I have some information for you. I'm going to read it through now to make sure I cover everything.

I have asked you to be here today to help test a companion app for the Quinnipiac University website in order to see whether it's working as intended. The session should take about a half hour or so.

As a short introduction, the QuinnipiacU app is for all students and prospective students alike. The app can stand on its own as an introduction to life at Quinnipiac, spanning from items like Academics, Visit Us, and Contact Us. The Quinnipiac University website (along with the existing app itself) are gaudy and geared towards various audiences, which include parents, donators, and alumni in addition to prospective and admitted students. As a standalone, generic app, users have access to top-tier-level items such as Student Experience, Visit, Undergraduate, Graduate, Admission, Tuition & Financial Aid, and Contact Us. This allows them to filter out unnecessary information that may overwhelm and confuse them early on in their navigation process. This particular app is also geared towards students more than anything or any other audience, and students gain access to resources such as adding QCash to their QCards or Making a Tuition Payment when they log in with their QUID credentials.

The first thing I want to make sure you know and understand is that we're testing *the site*, not you. There is no wrong answer or interaction, and I am happy to help with any questions you may have.

As you interact with the app, I encourage you as much as possible to try and think aloud: to say what you're looking at, what you're trying to do, and what you're thinking. This will help me

better understand your thought process and will help me adjust the app and interface to make it better and as user-friendly as possible. Your honesty is a huge help!

If you have any questions as we go along, please feel free to ask them. I may not be able to answer them right away. This is in part due to the fact that we're interested in how users will do when they don't have someone sitting next to them to help. However, if you still have any questions when we're finished, I will answer them then. If you need to take a break at any point, let me know.

With your permission, we're going to record this conversation and interaction verbally. The recording will only be used to help me improve the app, and will be heard by me, my professor, and potentially some of my classmates. Recording will also help me with note taking, since I will be able to refer to this recording session instead of having to write every single thing down as I guide and help you through this interaction. With your permission, I will leave this recording up on my website for others to see after this assignment has been submitted and graded. However, if you would prefer I take it down after then, I will absolutely do so. Just let me know.

I want to reiterate that this is a paper prototype, so things will look a bit flat and boring. Images and graphics will, of course, be added in later; however, I'm looking for feedback on the interface and the app itself, not visuals. Since this is a paper prototype, there will also be no typing allowed or required. Just "press" what you would believe to be the correct interactive prompt.

If you press lightly/tap on the screen, blue boxes should flash to let you know what pieces of the screen are interactive. If you need help, feel free to let me know.

Do you have any questions so far?

Alright then. First, I'm going to ask you to look at this screen and tell me what you make of it: what strikes you about it? Is it obvious what kind of app it is, and what organization the app is for? What can you do on this screen, and what is it for? Just look around and give a narrative.

You can scroll if you want to, but don't click anything yet.

Thank you. Now, I'm going to ask you to try and complete some a few specific tasks. I'll read each one aloud and give you a printed copy. I'm going to do my best to not give you any guidance on where to go or what to do. However, if you have any questions, I will answer them to the best of my ability.

Again, as much as possible, it will help me if you can try to think aloud as you go along.

1. Log into the app.
 - a. For this, I will give some preliminary guidance. Regardless of the fact that you are not an accepted or current student at Quinnipiac University, go about logging into the app in a hypothetical manner.
2. Add some funds to your QCard now that you've logged in.
3. Peruse the app in order to find information that is either pertinent or would be helpful to you.
 - a. Some items are not available/interactive, but I can either sketch the general idea of the page out for you quick or show you the website equivalent of that page.

Do you have any questions for me now that we've finished?

[If not/when finished:] Thank you kindly for participating in this study; I very much appreciate it!