

Think Ink Tattoo App

Usability Test Script

Introduction

Hi _____, thanks again for taking the time to participate in some user testing for this project. I'm Nathan, the lead designer who has built the prototype for the app you'll be testing. Before we get started, I'd like to give an overview and some context of what we're doing today so you know exactly what to expect.

You will be trying out a new tattoo app called Think Ink and doing a few activities using the app. I'd like to understand what works and doesn't work well with the app. Please remember that we're testing the app and not you! There are no right or wrong answers – I just want to hear your honest thoughts and opinions. Your feedback will be invaluable for informing what doesn't work and where improvements are needed.

I'll start by asking you a few general questions about how you currently use apps and websites, and then move on to some activities with the Think Ink app. I'd like you to "think out loud" as much as possible so I know what you're thinking and feeling as you explore the app.

If at any time you find yourself confused or unsure as to what you're supposed to be doing, no problem, just let me know.

Finally, before we get started, is it okay to record the testing session? This won't be shared and will only be used by me for making further improvements to the app.

Do you have any questions so far? Okay, let's start the recording and begin!

Personal Demographic Questions

- What is your age range?
 - 18-29
 - 30-39
 - 40-49
 - 50+
- What is your current occupation?
- Where do you live?

Background Questions

- About how many hours per day do you spend online?
- What devices do you use, and where do you most often use them?
- Where and how is most of your time and energy spent online?
- What are your favorite apps and websites? Why?
- Are there particular aspects or features of apps or websites that you look for? Are there aspects or features that annoy you and you stay away from?
- Do you have any tattoos? If so, how many? What do you enjoy most about the process of getting a tattoo, and which parts are most difficult?
- Have you ever used a tattoo app or website? If so, what types of features or tasks did you use it for?
- What types of features or tasks do you think a tattoo app would be useful for if you were to use one in your current situation?

Open-Ended Questions

Let's get started by opening the Think Ink app prototype and getting some initial impressions. It will be helpful for you to think out loud as much as possible.

- Without tapping anything yet, what is your first impression and what action would you take from here?

After Task 1

- *[After going through onboarding]* What do you think the purpose of this app is?
- *[After getting to the home screen]* Without tapping anything yet, what is your initial reaction after landing on this screen? What are you inclined to do first?
- What do you think each of the icons at the bottom of the screen do?

Tasks

Now I'll ask you to complete five different tasks based on a given situation you might encounter if you were using the app. Continue to talk out loud and describe your thoughts and feelings as you complete each task.

Direct Task #1	Scenario Task #1
Create an account and sign in.	You've just downloaded the app and opened it for the first time. You want to be able to use all the features, so you decide to sign up. From the intro screen, create an account and sign in.

Direct Task #2	Scenario Task #2
Change the display view in the Tattoo Gallery.	You are looking for design inspiration for a tattoo idea, and want to be able to view larger images in more detail as you scroll through them. Use the app to view the tattoo design gallery in a display that uses larger images.

Direct Task #3	Scenario Task #3
Apply a filter tag to the Tattoo Gallery.	You are particularly interested in getting a tattoo on your wrist. Use the app to view tattoo designs and limit the results to show only photos of wrist tattoos.

Direct Task #4	Scenario Task #4
Find and view a tattoo artist's profile.	You want to find a good tattoo artist near you. A friend recently gave you a referral for one, but all you can remember is the artist's first name (Blake). Use the app to search for this artist and view his profile page.

Direct Task #5	Scenario Task #5
View a tattoo-related blog article.	You're curious about how your boss might react if you were to get a highly visible tattoo, and whether or not you would have to hide it while at work. Use the app to find a resource that could help inform you on how a tattoo might be received in your line of work.

Satisfaction Question

Overall, how easy or difficult did you find it to use this app? Rate on a scale of 1 – 10. (1 = Very Difficult | 10 = Very Easy)

Wrap-Up

Alright, that completes our session. Thanks so much for your participation! These results will really help me to better understand how to improve the Think Ink app. Before we finish, do you have any final thoughts or feedback?