

# Usability Testing Participant

Mobile Version A

## Introduction:

Thank you for participating in our usability test. You're now a key player in ensuring the ease of use and quality of a web product Revolve is creating for yet another Atlantic Canadian client. You're also making the 'web space' a better place.

Follow the document below as it will take you through the test. You'll be evaluating and providing feedback on a mobile web site for Atlantic Lottery. Your contribution will actually shape what the mobile web site will be when it launches.

To ensure your comments are not biased and accurately represents a typical mobile web site user, we must limit your questions and any guidance we provide you for the site until the test is finished. We're not trying to make your work more difficult. We're simply making every effort your experience closely reflects what a typical mobile visitor would go through when they found out about the mobile web site.

Please be aware you are being monitored while you're completing the test. We watch how long each process takes you and how you accomplish it. That's how we see if you get stuck somewhere or if any part of the mobile web site isn't clear. We do this so you don't have to remember or explain these things for us.

In return for your hard work, we'd like to say thanks with a \$50.00 Visa Gift Card at the end of your test session.

## Your role:

- 1) Take your time to read everything carefully. The test will not work properly if you rush it.
- 2) Follow the script as closely as possible. If a question or task is not clear, make a note for later but try doing it anyway. Please do not skip pages / steps. Do not start the next step until you finish your current one.
- 3) Be as honest as possible. Rest assured your name will remain confidential when presenting test results to the client or web production team.
- 4) Be as specific and detailed as possible in your comments / feedback. Provide clear references when you're commenting on different mobile web site features and functionality.
- 5) Please write / print legibly so your comments can be easily read by the client and our development team.
- 6) Enjoy the experience. Let us know if we can get you a coffee or water, or if there are any problems with the computer or the office.

## Your Information:

First Name		Last Name	
Home Email Address		Home Phone Number	
Home City		Home Postal Code	
To ensure the test results stay confidential, please choose an alias / nickname you would like to use. (Please enter this alias on top of every page that follows)			

Alias:

**Brand  
Experienced**

### Demographic Information:

We require several personal details to confirm you closely resemble our target audience. None of this information will be shared with client or 3<sup>rd</sup> party companies. Rest assured you will not be spammed and the only reason we will contact you is regarding this test.

Gender (circle best answer)	Male Female	Age (circle best answer)	Under 20 years old 20-29 years old 30-39 years old 40-49 years old 50-59 years old 60 or more years old
Marital Status (circle best answer)	Single Never Married Married / Common-law Divorced / Separated Widowed	How long have you lived in Atlantic Canada?	All my life Under 10 years 10 – 19 years 20-29 years 30 or more years
How many children do you have? (circle best answer)	No 1 2 3 4 or more	What is the total annual income for your Household? (circle best answer)	Under \$30k annual \$30k - \$49k \$50k - \$69k \$70k - \$89k \$90k - \$120k Over \$120k
How frequently do you play lottery (regardless of how many tickets you purchase each time)? (circle best answer)	Never played Less than once a year About once a month About once a week Several times a week	What is the highest education level you completed? (circle best answer)	Elementary School High School College University Post-Graduate PHD or higher

### Terms / Conditions and Your Signature:

By signing below you:

- 1) Explicitly give permission to share your test results with the client, the development team, and any other involved stakeholder. Only your alias (as you provided) and demographic information will be disclosed together with test results. Your name and contact information will be kept confidential.
- 2) Waive all rights to pursue legal action of any kind regarding this survey and your participation.
- 3) Accept the Gift Card as the sole and complete payment for your participation in this test.

Participant Signature

Date

Witness Signature

Date

Alias:

**Brand  
Experienced**

**Usability Test Step 1: Tell us what you think about Atlantic Lottery.**

Before you see the website, we need to know how you currently perceive Atlantic Lottery (referred to in the rest of this document as AL). It's very important that you answer honestly.

A.	How well do you think you know AL?	1 2 3 4 5 (1 being not at all and 5 being an expert)
B.	In your opinion, how much integrity does AL have?	1 2 3 4 5 (1 being none at all and 5 having full integrity)
C.	In your opinion, how transparent and honest is AL about their distribution of revenue, overall finances, internal operations, winners, and other matters?	1 2 3 4 5 (1 being not at all and 5 being an completely transparent and honest)
D.	How much do you like and appreciate AL?	1 2 3 4 5 (1 being not at all and 5 being completely)
E.	In your opinion, does AL really benefit Atlantic Canada?	1 2 3 4 5 (1 being not at all and 5 being absolutely / completely)
F.	In your opinion, how connected and integrated is AL in the life of an average Atlantic Canadian?	1 2 3 4 5 (1 being not at all and 5 being completely)
G.	In your opinion, how much impact would Atlantic Canadians experience if AL ceased to exist?	1 2 3 4 5 (1 being not at all and 5 being enormous / complete)

Alias:

Brand  
Experienced

### Usability Test Step 2: Get familiar with the AskAway.ca mobile web site

When people first visit a new website, they spend a bit of time exploring, learning how navigation works and checking out content. That's the purpose of this step. We want you to spend some time looking around and exploring the site.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Task 2: Spend 3 to 5 minutes exploring the mobile web site. You're totally free to look at whatever you like.	
C.	Task 3: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
D.	Rate: What are your first impressions of the <b>mobile web site navigation and ease of use</b> ? (highlight one or more words on the left)	clean / interesting / frustrating / cool / easy to use / excessive / orderly / disorderly / logical / complicated / confusing / great / straightforward / difficult / nothing special / simple / terrible
E.	Rate: What are your first impressions of the <b>the content</b> presented throughout the mobile web site? (highlight one or more words on the left)	positive / confusing / boring / compelling / honest / interesting / no reaction / skeptical / indifferent / curious / informative / suprising / emotional / genuine / don't care / enaging / offensive / believable / BS / memorable / annoying
F.	What do you remember the most? (write below)	
G.	Provide any other positive comments. (write below)	
H.	Provide any other negative comments. (write below)	

Alias:

Brand  
Experienced

### Usability Test Step 3: Find a Question

The main reason people visit the site is because they have a question about AL. This section tests how easy it is to find a question.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Task 2: Find a page that has the question "WHERE EXACTLY DO ATLANTIC LOTTERY'S PROFITS GO?"	
C.	Optional Task 3: If you like, you can explore the answer.	
D.	Optional Task 4: If you like, you can read user comments.	
E.	Task 5: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
F.	Rate: What are your first impressions on the content presented during this task? (highlight one or more words on the left)	positive / confusing / boring / compelling / honest / interesting / no reaction / skeptical / indifferent / curious / informative / suprising / emotional / genuine / don't care / enaging / offensive / believable / BS / memorable / annoying
G.	Rate: How likely would you be to share the information you've seen here with other people?	1 2 3 4 5 (1 being not at all and 5 absolutely want to tell others)
H.	Rate: How interested would you be in posting a comment on the information you've seen and sharing your comment with others? (regardless of whether or not you read other people's comments)	1 2 3 4 5 (1 being not at all and 5 absolutely want to comment)
I.	What do you remember the most? (write below)	
J.	Provide any other positive comments. (write below)	
K.	Provide any other negative comments. (write below)	

Alias:

**Brand**  
Experienced

#### Usability Test Step 4: Find an Answer

People will also be visiting AskAway.ca to find an answer to a question that has already been asked. In this step, you'll help us determine how easy it is to find answers.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Task 2: Find an answer to the question "HOW MANY ATLANTIC CANADIANS ARE ADDICTED TO GAMBLING?"	
C.	Task 3: Summarize the answer presented in the mobile web site. (write below)	
D.	Optional Task 4: If you like, you can read user comments.	
E.	Task 5: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
F.	Rate: What are your first impressions on the content presented during this task? (highlight one or more words on the left)	positive / confusing / boring / compelling / honest / interesting / no reaction / skeptical / indifferent / curious / informative / suprising / emotional / genuine / don't care / enaging / offensive / believable / BS / memorable / annoying
G.	Rate: How likely would you be to share the information you've seen here with other people?	1 2 3 4 5 (1 being not at all and 5 absolutely want to tell others)
H.	Rate: How interested would you be in posting a comment on the information you've seen and sharing your comment with others? (regardless of whether you read other comments)	1 2 3 4 5 (1 being not at all and 5 absolutely want to tell others)
I.	What do you remember the most? (write below)	
J.	Provide any other positive comments. (write below)	
K.	Provide any other negative comments. (write below)	

Alias:

Brand  
Experienced

### Usability Test Step 5: Participate in a discussion

We expect a lot of people will join the dialogue on AskAway.ca and their comments will become part of shaping future content on the site. This section is all about making sure joining the discussion is an easy process.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Task 2: Find an answer to the question "WHY DOES ATLANTIC LOTTERY PROMOTE THEIR WINNERS?"	
C.	Optional Task 3: If you like, you can read what other people commented.	
D.	Task 4: Add your own comment (reflecting on question / answer or the comments others already contributed).	
E.	Task 5: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
F.	Rate: What are your first impressions on the content presented during this task? (highlight one or more words on the left)	positive / confusing / boring / compelling / honest / interesting / no reaction / skeptical / indifferent / curious / informative / suprising / emotional / genuine / don't care / enaging / offensive / believable / BS / memorable / annoying
G.	Rate: How likely would you be to share the information you've seen here with other people?	1 2 3 4 5 (1 being not at all and 5 absolutely want to tell others)
H.	What do you remember the most? (write below)	
I.	Provide any other positive comments. (write below)	
J.	Provide any other negative comments. (write below)	

Alias:

**Brand  
Experienced**

### Usability Test Step 6: Ask Your Own Question

Probably the most important feature of the site is that any Atlantic Canadian can ask a question and get an answer from AL. This section is all about you asking Atlantic Lottery a question.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Task 2: Please write down a question you would like to ask AL in the space provided below (anything you like).	
C.	Task 3: Find the location on the site where you can ask AL the question you wrote above. Enter it and submit your question. PLEASE NOTE – You might have to rephrase it to meet maximum character length.	
D.	Optional Task 4: If the mobile web site presents you with 'similar' questions already answered, feel free to explore them.	
E.	Task 5: Make sure your question was completely submitted and you've provided your name, city, and email (especially if you got side-tracked on step 4 above).	
F.	Task 6: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
G.	Rate: How do you feel about the fact that AL is inviting you to ask any question, and that they are willing to answer it openly and honestly.	confused / skeptical / appreciative / indifferent / respectful / positive / angry / surprised / happy / curious / uninterested / suspicious / encouraged / unconvinced / great / doubtful
H.	Optional Rate: If you were presented with similar questions when completing task 4, please rate how close you thought they were to your original question.	1 2 3 4 5 (1 being not at all similar and 5 almost the same / extremely similar)
I.	Optional Rate: Do you feel being presented with a list of similar questions and answers to your question is a useful/helpful feature?	1 2 3 4 5 (1 being not helpful at all and 5 absolutely necessary)
J.	Rate: How likely do you think AL will be to answer your question?	1 2 3 4 5 (1 being not at all and 5 absolutely will)
K.	Rate: How quickly do you think AL will answer your question?	Within a few hours Sometime today Tomorrow In the next 3-5 days This week This month Never (not expecting an answer)



Alias:

**Brand**  
Experienced

L.	Rate: How open and honest do think AL will be with their answer to your question?	1   2   3   4   5 (1 being misleading/dishonest and 5 totally open)
M.	Rate: How likely would you be to tell others that anyone can ask AL a question and they will answer openly and honestly.	1   2   3   4   5 (1 being not at all and 5 absolutely want to tell others)
N.	What do you remember the most? (write below)	
O.	Provide any other positive comments. (write below)	
P.	Provide any other negative comments. (write below)	

Alias:

Brand  
Experienced

### Usability Test Step 7: What did you learn?

Now that you've been through this web experience, we'd like to know if you've learned anything new and if your perceptions of Atlantic Lottery have changed in any way.

A.	Task 1: Go to <a href="http://dev.digitalkitchen-apps.com/stories">http://dev.digitalkitchen-apps.com/stories</a>	
B.	Optional Task 2: Spend another 3 to 5 minutes exploring the mobile web site again. You're totally free to look at whatever you like.	
C.	Task 3: Please alert the test administrator when you're done browsing the mobile web site and are ready to continue items below.	
D.	Rate: After spending some time using the site, what are your impressions of the <b>mobile web site navigation and ease of use</b> ? (highlight one or more words on the left)	clean / interesting / frustrating / cool / easy to use / excessive / orderly / disorderly / logical / complicated / confusing / great / straightforward / difficult / nothing special / simple / terrible
E.	Rate: After spending some time using the site, what are your impressions of the <b>the content</b> presented throughout the mobile web site? (highlight one or more words on the left)	positive / confusing / boring / compelling / honest / interesting / no reaction / skeptical / indifferent / curious / informative / suprising / emotional / genuine / don't care / enaging / offensive / believable / BS / memorable / annoying
F.	How well do you <b>now</b> think you know the AL?	1 2 3 4 5 (1 being nothing at all and 5 being an expert)
G.	In your opinion, how much integrity does AL have?	1 2 3 4 5 (1 being nothing at all and 5 having full integrity)
H.	In your opinion, how transparent and honest is AL about their distribution of revenue, overall finances, internal operations, winners, and other matters?	1 2 3 4 5 (1 being not at all and 5 being an completely transparent and honest)
I.	How much do you like and appreciate AL?	1 2 3 4 5 (1 being not at all and 5 being completely)
J.	In your opinion, does ALC really benefit Atlantic Canada?	1 2 3 4 5 (1 being not at all and 5 being absolutely / completely)
K.	In your opinion, how connected and integrated is AL into the life of an average Atlantic Canadian?	1 2 3 4 5 (1 being not at all and 5 being completely)
L.	In your opinion, how much impact would Atlantic Canadians experience if AL ceased to exist?	1 2 3 4 5 (1 being not at all and 5 being enormous / complete)

Alias:

M.	Overall, what do you remember the most? (write below)
N.	Do you have any other overall positive comments. (write below)
O.	Do you have any other overall negative comments. (write below)

Alias:

Brand  
Experienced

### Finishing the Usability Test

Thank you so much for participating in this Usability Test. Please knock on the office door and find your Test Coordinator.

They will need to review your evaluation to ensure it is complete. You can now ask them any questions about the mobile web site you tested, test steps, your ratings, or anything else.

Please ensure you collect your gift card in return for the great work you just finished.

A.	Overall, how did you enjoy being part of the Usability Test?	1   2   3   4   5 (1 didn't enjoy doing it at all and 5 being great / want to do it again)
B.	Do you have any feedback on what we could do to make this Usability Testing experience easier or better for people? (write below)	