Introduction

Hi there my name is Anthony Garuba, thank you for joining us today. I will be guiding through the series of testing we are going to embark on. The reason for this usability testing is to see how the app "NicheClick" is easy it is to use for users, and also to gain qualitative feedback from you

What to expect

You will as to complete some task while using the prototype for the NicheClick app, while doing this you will be asked a few questions throughout the process, don't worry they are no right or wrong answers so feel free to say what's on your mind

Confidentiality & Recording

I'd like to mention that we'll be recording this section so we don't miss any of your feedback. The recording will be used for research purpose and your identity will remain confidential

Time & Commitment

This section should take 15-20 minutes, if at any time you need a break or feel uncomfortable, just let me know! before we start do you have any questions? If you are ready, I just need your verbal consent to participate in this section and to be recorded.

Background questions

Do you have any experiences with a niche type of app?
What do you plan to achieve when using such apps?
What do you enjoy most about using such apps?

Open ended questions

Thank for answering those questions, now I will love to show you NicheClick, I want to start by getting your initial impression of the app, tell what you see that you like or what you don't like. Take a look at the home screen, do you like the information architecture, remember to think as loud as possible. Okay! now we are done with that, i'd like you to do some activities on the NicheClick app.

Task

I will give you scenarios their corresponding activities. as your complete the activities, I will like you to think loud, and tell me how you feeling as you navigate through the

1. Tell me how understandable the onboarding process was for you
2. I will like you to use the navigation bar to navigate through the different tabs, and tell me how easy and understandable you found it to be
3. I will like you to navigate through the community tab as use a community special tool on a post
4. I will like you to share a post to a community
5. Next I will you to create a community and invite members to join
6. Lastly I will you to interact with app like you would on a conventional app and see if there are any feedback or suggestions you'd like to give

Thank you for you time, this will be all. I really do appreciate you feedback!