

## INTRO

Hi \_\_\_\_\_, thank you again for taking the time to participate in this study. Before we begin, I'm going to give you a brief overview of the test and how it will work.

To start, we're testing an interactive prototype, not a finished mobile app.

This session is pretty straightforward — I'll be giving you a broad task to complete and then asking questions as we go along. Before I tell you the task, I'll be giving you a little bit of context behind it, such as why you might be doing it and what you hope to achieve.

It's really important to know that we are only testing an initial prototype of this app, not you. With that in mind, this prototype will have limited functionality and won't work exactly like a finished application. You can't do or say anything wrong here. Please feel free to let me know at any time if there's something you like, dislike, if you're confused, etc. I promise you won't hurt my feelings.

Also, I'd like you to "think aloud" as much as possible. By that, I mean that I'd like you to speak your thoughts as often as you can. For example, you may be looking at a page, suddenly see something you didn't see before and want to click on it. In that case, saying something like "this caught my eye so I'm going to see what it is" would be very useful.

If at any point you have questions, please don't hesitate to ask. Do you have any questions so far?

To give you some context: Wick is an app with a simple goal: to make the journey of self-improvement fun, simple, and accessible. Your feedback will help us keep the final product to stay in line with that idea.

Let's get started.

### Warm-Up Questions:

*What do you do for a living?*

*Can you tell me about one of your hobbies?*

*How often do you use your smartphone?*

## OBJECTIVE #1

### SIGN-UP - Objective 1

After downloading the app from the AppStore, open Wick App and register to sign-up.

Question: "You're a new user, how would you sign up and make an account?"

Expected Actions:

1. Step 1 - Open App
2. Step 2 - "Since you don't have an account, is there a way to sign up for one?"  
*\*User clicks on the log in button. You may need to prompt user for use a specific un/pw or to create an account  
Here is a username/password that you can use.  
Username: xxxxx  
Password: xxxxx*
3. Step 3 - Account is created and user lands on wizard
  - a. Option 1 - Interact with wizard  
*"Do any of these features sound interesting to you?"  
"Is there another way for us to tell you about the app features other than the wizard?"*
  - b. Option 2 - Skip wizard  
*"Why did you choose to skip?"*

Proceed to Objective 2:

## OBJECTIVE #2

### CREATING FIRST GOAL - Objective 2

After successfully logging in, tell me how you would create your first goal?

Question: "Now that you've gone through the signup and wizard, how would you create a pre-populated task with a reminder and a due date?"

Expected Actions:

1. Step 1 - Tap "Add New Task"
2. Step 2 - Select any of 3 Pre-set goals
3. Step 3 - Create Task
  - a. Set a Due Date
  - b. Set a Reminder

Proceed to Objective 3:

## OBJECTIVE #3

### EXPLORE MAP - Objective 3

The Map is where overall progress is tracked. You'll make your way through the map as you complete tasks.

Question: "The map is where your overall progress is tracked based on your completed tasks. Imagine you've completed a few tasks and want to see how much further you have until you make it to the next checkpoint. How

would you do that?”

Expected Actions:

1. Step 1 - Navigate to the Map
  - c. Access via Campsite
    - i. Navigate to Campsite in the menu
    - ii. Tap the map at the top
  - d. Access through the Map icon in the main menu
2. Step 2 - Tap any of the progress dots

*Proceed to Objective 4:*

#### **OBJECTIVE #4**

### **ACHIEVING BADGES - Objective 4**

Badges are what you get when you finish certain challenges, like completing tasks or logging in a certain number of days.

Question: “You’ll earn badges as you complete certain challenges, like completing tasks or logging in consecutively. You want to check how close you are to earning a badge. How would you do that?”

Expected Actions:

1. Step 1 - Navigate to the Badges
  - a. Access via Badges icon on main menu
  - b. Access through the Map
    - i. Get to map via the icon in the main menu
      1. Tap one of the progress icons on the map
    - ii. Get to map via the campsite
      1. Navigate to the campsite via the main menu icon
      2. Go to the map from the campsite
      3. Tap one of the progress icons on the map

#### **OBJECTIVE #5**

### **CLOSING - Objective 5**

We're right at the end of our test. You've successfully explored how to sign-up, create goals and how to earn badges. Make your way to your dash where you can observe your progress.

Thanks, that was very helpful. If you'll excuse me for a minute, I'm just going to see if the people on the team have any follow-up questions they'd like me to ask you.

What are your final thoughts about this experience?

Do you have any questions for me, now that we're done?

WRITE INSTRUCTIONS ABOUT HOW TO RECORD

(IPHONE/ANDROID) - 3rd party app