

## Team DB 2

Katie Tomasello, Shea Major, Madison Meszaros, Vanshad Mohad

### **Session Script**

Hello \_\_\_\_\_ and thank you for taking the time to participate in this usability test for the Dutch Bros website.

Before we start, I want to take a moment to relay some information to you about this test so that you understand what you will be taking part in. This information will be read to you from a script, so that each test is consistent with one another.

I will be providing you with a scenario and tasks to complete along the way. You will be asked to vocalize any thoughts, issues, or frustrations that you have while completing this test. For instance, if you see something you do not like please vocalize it. We are asking for complete honesty, so anything you say will not hurt our feelings. This test is designed to see whether this website is user-friendly. We are not testing you, so at no point can you do anything wrong or make any mistakes.

Once the test is completed, you will be asked to fill out a brief questionnaire, which you may take as much time as you need to complete. The actual test should take no longer than 40 minutes, but you are welcome to take breaks as needed.

Do you have any questions for me before we start the test?

### **Pretest Questionnaire**

1. What is your age?
  - < 20 yrs
  - 20 - 35 yrs
  - > 35 yrs
2. How far is the closest Dutch Bros stand near you?
  - < 1 mile
  - 1 - 10 miles
  - > 10 miles
3. On average, how many hours a day do you use the internet?
  - Less than an hour
  - 1 - 3 hours
  - 4 - 6 hours
  - 7 + hours
4. How comfortable are you with navigating websites on a scale of 1-5? (1 being poor - 5 being confident).

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Are you familiar with the Dutch Bros website? (1 being poor - 5 being confident)



## Scenarios/ Tasks

Scenarios/ Tasks	Goals	Concerns
<p>1. You are visiting a friend in Placerville, California and want to visit Dutch Bros with them, but you don't know where the nearest location is.</p> <ul style="list-style-type: none"><li>Go to the Dutch Bros location finder.</li><li>Find the address of the Dutch Bros closest to Placerville, California.</li></ul>	<p>To see how comfortable users are with the location icon and finding a new location to visit.</p> <p>Home page &gt; location finder &gt; search "placerville, CA" &gt; 3906 Missouri Flat Rd Placerville, CA 95667</p> <p>duration : less than 1 min</p>	<p>Users might have difficulty in identifying where the location icon is.</p>
<p>2. It's a hot summer day and you are looking for a refreshing fruity tea drink to cool you down.</p> <ul style="list-style-type: none"><li>Go to the menu</li><li>Find a tea drink with fruit flavor.</li></ul>	<p>To see how comfortable users are with navigating the menu to find a flavor they want.</p> <p>Home page &gt; menu &gt; tea &gt; any tea with fruit in it</p> <p>duration : less than 1 min</p>	<p>Users might have difficulty in navigating to the menu due to it being an unfamiliar icon. The menu also has no filtering which might make it difficult to find specific flavors users are interested in.</p>
<p>3. You want a new Dutch Bros water bottle to commemorate your trip to California.</p> <ul style="list-style-type: none"><li>Go to the store.</li><li>Add the "Dutch Flow insulated bottle - California" to your cart.</li></ul>	<p>To see if users experience difficulty in finding the shop and buying a product.</p> <p>Home page &gt; shop dutch &gt; view all &gt; dutch flow insulated bottle-california &gt; add to cart</p> <p>duration : less than 2 min</p>	<p>Users may have difficulty finding and ordering items from the store due to the nav being at the bottom of the page. Dutch requires more clicks than necessary by having a "view all" button instead of just displaying the full store.</p>

### ***Post-Test Questionnaire***

1. When completing the task, how comfortable were you on a scale of 1 - 5? (1 = not comfortable, 5 = very comfortable). Please explain your reasoning.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Were there any issues you ran into while taking this test that caused you the most frustration?
3. Were there any features you liked about the site?
4. Would you recommend this site to a friend? (1 = not at all, 5 = strongly recommend). Please explain your reasoning

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. After your experience today, could you ever see yourself using this site in the future? Please explain your reasoning.

# Observation Sheet

## Scenario 1:

You are visiting a friend in Placerville, California and want to visit Dutch Bros with them, but you don't know where the nearest location is.

### Task 1

→ Go to the Dutch Bros Location Finder.

Task Completion	
<i>Completed when</i>	User accessed the Dutch Bros location finder.
<i>Expected Time on Task</i>	less than 30 sec
Actual Time on Task	
<i>Expected Path</i>	Home page > location finder
Actual Path	
Error count/description	

Observations:

User Comments/Quotes:

## Task 2

→ Find the address of the Dutch Bros Closest to Placerville, California.

Task Completion	
<i>Completed when</i>	User found the address to the Dutch Bros closest to Placerville, CA.
<i>Expected Time on Task</i>	less than 30 sec
Actual Time on Task	
<i>Expected Path</i>	Location tool > search "placerville, CA" > 3906 Missouri Flat Rd, Placerville, CA 95667
Actual Path	
Error count/description	

Observations:

User Comments/Quotes:

## Scenario 2:

It's a hot summer day and you are looking for a refreshing fruity tea drink to cool you down.

### Task 1

→ Locate the drink menu

Task Completion	
<i>Completed when</i>	User accessed the Dutch Bros drink menu.
<i>Expected Time on Task</i>	less than 30 sec
Actual Time on Task	
<i>Expected Path</i>	Home page > menu
Actual Path	
Error count/description	

Observations:

User Comments/Quotes:

## Task 2

→ Find a tea drink with a fruit flavor

Task Completion	
<i>Completed when</i>	User identifies a tea drink with a fruit flavor.
<i>Expected Time on Task</i>	Less than 30 sec
Actual Time on Task	
<i>Expected Path</i>	Menu > tea > any tea with fruit in it
Actual Path	
Error count/description	

Observations:

User Comments/Quotes:

## Scenario 3:

You want a new Dutch Bros water bottle to commemorate your trip to California.

### Task 1

→ Locate the Dutch Bros store

Task Completion	
<i>Completed when</i>	User accesses the Dutch Bros merchandise store.
<i>Expected Time on Task</i>	Less than 1 min
Actual Time on Task	
<i>Expected Path</i>	Home page > shop dutch > view all
Actual Path	
Error count/description	

Observations:

User Comments/Quotes:

## Task 2

→ Add the “Dutch Flow insulated bottle - California” to your cart.

Task Completion	
<i>Completed when</i>	User added the “Dutch Flow insulated bottle - California” in the cart.
<i>Expected Time on Task</i>	Less than 1 min
Actual Time on Task	
<i>Expected Path</i>	view all > dutch flow insulated bottle-california > add to cart
Actual Path	
Error count/description	

Observations:

User Comments/Quotes: