FOREVER 21

Moderator's Guide

HCI 460
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Group 6
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Consent Form

The purpose of this study is to evaluate the design of the Forever 21 mobile application on Android phones. We are interested in determining if people can accomplish common tasks and easily find information using this application.   We would also like to identify the application's weaknesses and assess how it could be further improved to better meet the needs and expectations of users. The session will not 'test' you or your ability, rather it will test the application to provide information on areas that might be improved. Please be advised that there are no risks associated with participation in this session.

During this session, you will be asked to complete some tasks using the application and answer some questions at the beginning and the end of the study. As you complete the tasks, members of the User Experience Group will observe and take notes.

If for any reason you are uncomfortable during the session and do not want to complete a task, you may say so and we will move on to the next task. In addition, if you do not want to continue, you may end the session and leave at any time.

Results from all sessions will be included in a usability report for a Human Computer Interaction course at DePaul University. Your name will not be included in the report nor will your name be associated with any session data collected.

You must be age 18 or older to participate in this study.

If you wish to speak with someone about your participation in this study, or if you feel you have any concern or complain, please contact the moderator, [student name, phone, email] or the course instructors, Gavin Lew at gavin.lew@gfk.com and Carl Beien at carl.beien@gfk.com.

I, _____, have read and fully understand the extent of the study. I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator. All of my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session involving the Forever 21 mobile application. I have been given a blank copy of this consent form for my records.

Signature:_____   Date:_____

Introduction

Thank you for taking the time to talk with us today. My name is _____ and I'm the moderator today. The purpose of this usability evaluation is to ensure that the Forever 21 application on an Android phone meets the expectations of its users with regard to its ease-of-use. We would also like to identify the applications weaknesses and assess how it could be further improved to better meet the needs and expectations of users in an efficient and effective manner.

The first thing I want to make clear right away is that we're testing the application, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

I am a current DePaul student and I am not involved with the design or company that created this application. So, please don't worry that you're going to hurt our feelings. We're doing this to improve the application, so we need to hear your honest reactions. I just want to learn about your experience with the application and hear what you have to say.

I will be right by your side giving you specific task/s to perform in the Forever 21 application and I will observe you as you attempt to carry them out. As you use the application, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. If you forget, I will remind you. I'll have a few follow-up questions as well after each task and after the whole usability evaluation.

The evaluation should take about 20 minutes and the debriefing at the end another 10 minutes. The data we collect will be used for our team project in HCI 460. The data gathered will be kept and stored securely. Your information will be combined with information from other people taking part in the study. We will not include your name or any information that will directly identify you. Only the team members and the instructor will see the data we gather. Do you have any questions or concerns before we begin?

[if yes] Answer questions and proceed.

I would like your permission to video record this evaluation for my note-taking purposes only, is that okay? (wait for response)

(if yes) Great, I appreciate that. If at any time, you feel uncomfortable and need me to stop, just let me know.

(if no) Not a problem. Would it be alright if I took some notes during our discussion?

(if yes) Great, before we get started, may I please have your signed consent form?

Thank you. Let's start.

Warm-up Questions

1. How do you usually shop for clothing?
    a. [if online] Please elaborate on your experiences with online shopping.

    b. [if in-store] Have you shopped online before?
        i. Please elaborate on your experiences with online shopping.

2. Have you shopped at Forever 21 or used their online store?

Tasks

1. Imagine that you are going to a party and need to purchase a little black dress/a black shirt. How would you go about finding that item?
    a. Number of taps to accomplish a task:
    b. Number of screens to accomplish a task:
    c. Number of errors/challenges users encountered:
    d. Completed task: ☐
    e. Moderator's Notes:

2. Upon finding the item, you decide to buy it. How would you prepare an item for purchase while you continue browsing? [Expectation: Add item to bag]
    a. Number of taps to accomplish a task:
    b. Number of screens to accomplish a task:
    c. Number of errors/challenges users encountered:
    d. Completed task: ☐
    e. Moderator's Notes:

3. Now, you decide that you really like the item you found and you decide to share it on one of your social media accounts. Could you show me how you would share that look?
    a. Number of taps to accomplish a task:
    b. Number of screens to accomplish a task:
    c. Number of errors/challenges users encountered:
    d. Completed task: ☐
    e. Moderator's Notes:

4. What would you do with this element? [point to Scan Barcode] If the user mentions he/she needs a tag for this feature, provide clothing tag and ask: "Can you show me how you would use it?"
    a. Number of taps to accomplish a task:
    b. Number of screens to accomplish a task:
    c. Number of errors/challenges users encountered:
    d. Completed task: ☐
    e. Moderator's Notes:

5. If you want to find a Forever 21 store close to you, how would you do that using the app?
    a. Number of taps to accomplish a task:
    b. Number of screens to accomplish a task:
    c. Number of errors/challenges users encountered:
    d. Completed task: ☐
    e. Moderator's Notes:

Wrap-up Questions

1. Level of Difficulty for each task (1- 5 rating scale, 1 being very easy and 5 being very difficult)
    a. Browse for an item on the app:
    b. Prepare item for purchase:
    c. Browse lookbook:
    d. Sharing on social media:
    e. Scan barcode:

i. Did it work the way you expected it to? or What you expected to happen when you used this element?

    f. Finding store:

2. How is this app in compare to other apps you've used?

3. My overall experience navigating the Forever 21 application was:

Very Easy	Easy	Moderate	Hard	Very Hard
○	○	○	○	○

4. My level of satisfaction navigating the Forever 21 application was:

Very Satisfied	Satisfied	Neither Satisfied or Unsatisfied	Unsatisfied	Very Unsatisfied
○	○	○	○	○

5. Which task/s, if any, seemed easy?

6. Which task/s, if any, seemed hard?

7. Is there anything that you'd change about this app or wish was different?

8. Is there anything else that you would like to say/add?

"Thank you for your time and participation. Your feedback is highly valuable to us."