

Test



Feedback

Observations

Assign one person (not involved with actually running the prototype with users) to capture as much information as possible simply by observing.

Action

What is happening?

THE MARKETING POSTERS ARE ON THE SIDE OF THE KIOSK AND THE TESTER LOOKS AT THE POSTERS

THE TESTER WOULD LIKE TO LEARN HOW TO DOWNLOAD AND USE AN APP INCLUDED IN THE MOBILE KIOSK SERVICES, AND ASKS THE KIOSK OWNER ABOUT THIS SERVICE

THE TESTER ASKS WHAT THE APP WILL COST AND HOW LONG THE SERVICE WILL BE AVAILABLE. THE KIOSK OWNER EXPLAINS THE COSTS AND SERVICE TERMS

AFTER HAVING HEARD THE OPTIONS, THE TESTER DECIDES ON A ONE-TIME APP INSTALLMENT AND TRAINING ON HOW TO USE THE APP

THE APP IS INSTALLED AND A SIMPLE TRAINING IS PROVIDED ON HOW TO USE THE APP, THIS PROCESS TAKES 30 MINUTES

THE NUMBER OF THE TESTER IS SAVED TO OFFER MORE SERVICES REMOTELY

Reason

Why is this happening?

THE TESTER NOTICES TEXT IN BOLD THAT HIGHLIGHTS THE DIFFERENT SERVICES AND FIRST LOOKS AT WHICH ARE THE MOST INTERESTING TO HER

THE TESTER SEES THE NEED FOR THE SERVICE OFFERED AS IT OFFERS A SOLUTION TO HER PROBLEM

THE TESTER NEEDS MORE DETAILED INFORMATION TO BE CONVINCED OF THE VALUE FOR MONEY

THE SERVICE IS CHEAP ENOUGH AND PROVIDES A GOOD FIRST TEST SERVICE

THE SERVICE PROVIDER TAKES TIME TO CREATE TRUST BY NOT RUSHING INTO SELLING

THE SERVICE WAS SUCCESSFULLY DELIVERED AND THE KIOSK WANTS TO STAY CONNECTED

Emotion

How do they feel?

THE TESTER IS INTERESTED AND CURIOUS ABOUT SOME OF THE SERVICES,

THE TESTER IS HAPPY TO SEE A POSSIBLE SOLUTION AND A BIT HESITANT TO KNOW HOW MUCH THIS WILL COST HER

THE TESTER IS GAINING CONTROL AS SHE UNDERSTANDS THE MODEL FOR THE SERVICE BETTER

THE TESTERS ARE HAPPY AND SATISFIED AS THE SERVICE OFFERED AN OPTION THAT WAS TAILORED TO THEIR NEEDS

THE TESTERS ARE COMFORTABLE IN FOLLOWING EASY INSTRUCTIONS

THE TESTERS ARE SATISFIED WITH THE SERVICE AND THEY HAVE A POSITIVE FEELING ABOUT THE KIOSK

Interview

Assign one person to interview the people participating in the test of the prototype straight after the test is over. Fill in Q4 and Q5 with questions you think are most relevant to answer the objectives of the prototype.

Q1. How was your experience when using the prototype?

"THE PROTOTYPE OF THE SERVICE WAS GOOD AND WORKED WELL. I DIDN'T FEEL PUSHED TO BUY ANYTHING. AND THE SERVICE WAS VERY NEW TO ME, I WAS HAPPY TO SEE EVERYTHING THAT IS POSSIBLE WITH THESE APPS"

Q2. What went well? What did you enjoy?

"I ENJOYED THE FACT THAT THE GIRL IN THE KIOSK WAS VERY NICE AND KIND TO ME. SHE REALLY TRIED TO UNDERSTAND MY NEEDS SO SHE COULD OFFER ME THE PERFECT SERVICE! IT WAS REALLY HELPFUL TO HAVE HER ASKING QUESTIONS TO BETTER UNDERSTAND MY NEEDS!"

Q3. What did you find difficult? What could be improved?

"I DID NOT FIND THE POSTER VERY CLEAR. I THINK IT DOES NOT REALLY SHOW THE USEFULNESS OF THE ADVICE I RECEIVED. FOR ME, THE ADVICE WAS THE MOST INTERESTING PART. I THINK THIS COULD BE MORE CLEARLY EXPLAINED IN THE POSTER."

Q4. WHAT WOULD BE THE BEST WAY TO LET PEOPLE KNOW ABOUT THE SERVICE?

"POSTERS WORK WELL. THEY SHOULD BE PLACED IN SUPERMARKETS OR IN STORES, WHERE THERE ARE A LOT OF PEOPLE. MAYBE YOU COULD ALSO GIVE AN IN-PERSON DEMONSTRATION AT THESE LOCATIONS, SO PEOPLE CAN GET TO KNOW YOU AND YOUR SERVICE!"

Q5. DO YOU HAVE ANY OTHER FEEDBACK?

"I REALLY LIKE THE FACT THAT THE INSTRUCTIONS WERE CLEAR AND EASY TO FOLLOW!"