

TABLE OF CONTENTS

Overview	1
Study Goal	1
Objectives	1
Participant Profile	3
Logistics	3
Consent/ Non-Disclosure Agreement	4
Test Script: Introduction	5
Test Script: Interview	5
Test Script: Tasks	5
Test Script: Post-Test Questionnaire	8
Test Script: Debrief	9

OVERVIEW

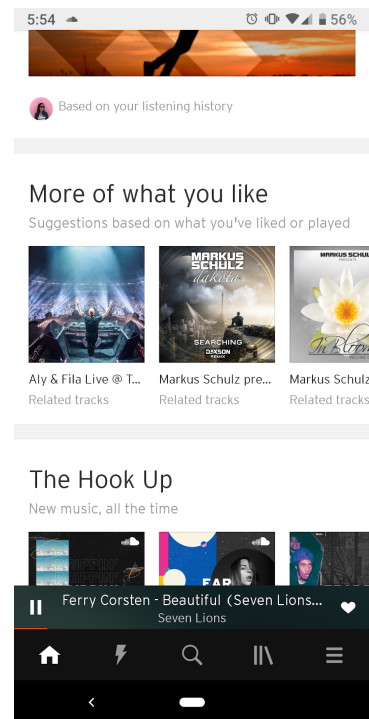
- The SoundCloud app is a music and podcast streaming platform that lets you listen to millions of around the world. The core task of the SoundCloud app is to listen to music or a podcast.

STUDY GOAL

- The goal of the usability test is to understand SoundCloud's pattern of usage on an Android mobile device by discovering how a task is approached, observing how SoundCloud is used, and finding aspects of the interface or interaction that is confusing.

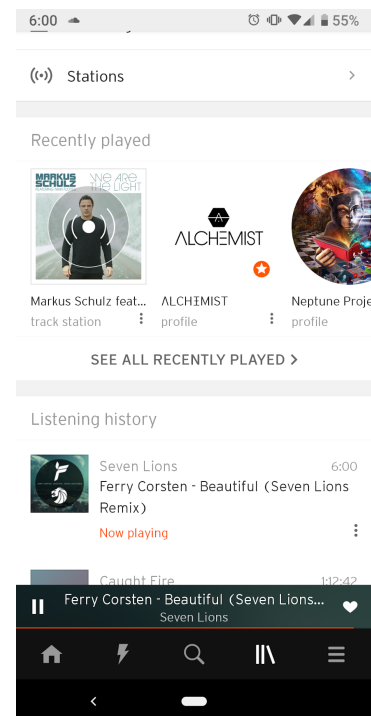
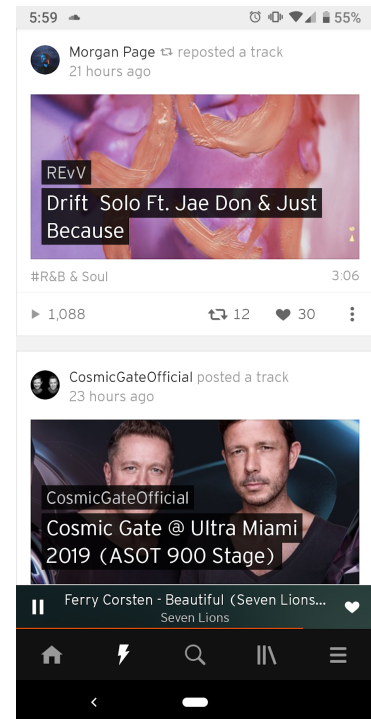
OBJECTIVES

- **Is Home easy to navigate?**
 - **What is being tested?**
Home screen interface
 - **Why ask this question?**
There may be too many options on the Home screen and it could be overwhelming for the user. There are down and right-scrolling options.
 - **What do you hope you accomplish?**
We hope to demonstrate that the current Home interface is bulky and overwhelming.



- **Is the Stream icon on the bottom menu confusing?**
 - **What is being tested?**
Stream icon
 - **Why ask this question?**
A thunderbolt used as the Stream icon may not be intuitive and may be confusing for users.
 - **What do you hope you accomplish?**
We hope to demonstrate that the thunderbolt illustration used as the Stream icon is not intuitive and users will not know what the thunderbolt is for.

- **Are the different scrolling options in the Library confusing?**
 - **What is being tested?**
Library screen interface
 - **Why ask this question?**
The Library is organized inconsistently. “Liked Tracks, Playlists & Albums, Following, and Stations” are in an unordered list, and “Recently Played and Listening History” are in an expanded list with right or down scrolling options.
 - **What do you hope you accomplish?**
We hope to demonstrate that the inconsistent organized Library interface is difficult to navigate and confusing.



PARTICIPANT PROFILE

- A total of 7 participants will be recruited for this study.
- **Participant Criteria:**
 - **Demographics:**
 - 15 years old or older, preferably 18-45 years old
 - Mixed genders
 - **Psychographics (Behavior/ Attitude):**
 - Someone who currently uses a streaming platform app to listen to music or podcast (experienced users)
 - Someone who uses their smartphone for more than 2 hours per day
 - The participant must not use Apple products exclusively

LOGISTICS

- **Tools:**
 - Wifi
 - The usability test will be online using the SoundCloud App.
 - Android phone
 - The SoundCloud App will be on an Android mobile device.
 - Clock or watch
 - The moderator will keep track of the time during each section of the testing session.
- **Testing Environment:**
 - Participants will be tested within an enclosed room such as an office, home or etc.
 - Participants will be tested in-person with a moderator next to the participant.
- **Schedule:**
 - Usability testing will be conducted from Saturday, April 13 through Tuesday, April 23.
 - Usability testing will run approximately no more than 60 minutes.

Test Session Date	Test Session Time	Test Type
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Saturday, April 13, 2019	2 PM (Pilot Testing)	In-person, moderated
Monday, April 15, 2019	8 PM	In-person, moderated
Tuesday, April 16, 2019	5 PM	In-person, moderated
Wednesday, April 17, 2019	9:30 PM	In-person, moderated
Monday, April 22, 2019	(Pilot Remote Testing)	Remote, unmoderated
Tuesday, April 23, 2019		UserTesting.com, remote, unmoderated
Tuesday, April 23, 2019		UserTesting.com, remote, unmoderated
Tuesday, April 23, 2019		UserTesting.com, remote, unmoderated

- **Schedule is subject to change*

CONSENT/ NON-DISCLOSURE AGREEMENT

- The participant will sign a consent/ non-disclosure agreement concurring with the following statements:
 - I understand this test will not hurt.
 - I understand I can take a break any time.
 - I give consent to be observed during the testing session.
 - I will not disclose any information about the product or what is done during the testing session outside of the session.

TEST SCRIPT: INTRODUCTION

- Hello, I'm Jenny and I will be your moderator today. We invite people like you here today to help us understand whether the SoundCloud app works well or whether there is any confusing part.
- The testing session will take no more than 60 minutes.
- The **testing session structure** is as follows:
 1. I'll give you an introduction and some instructions.
 2. Then we'll take a few minutes to chat (interview).
 3. After that, I'll give you several tasks to do.
 4. Once you're done with the tasks, you'll take a quick (post-test) questionnaire.
- Let me emphasize there are no right or wrong answers. We are not testing you as a person but we are testing the product and the information we collect will help us make the product better. Please give us your open and honest opinions. You can even tell me if you hate the product and I won't be offended.
- You are one of 7 participants in this study. You will remain anonymous in this study. Only your first name will be used.
- I will be observing your interaction with the product and we will be using the **think-aloud protocol**.
 - Everyone has an inner monologue and has their thoughts running through their head. While you're here looking at the product, I'd like you to vocalize those thoughts. Think of it as if you are talking to yourself.
 - Some thoughts you may have are:
 - What you're doing?
 - What you're expecting to see?
 - What jumps out at you?
 - What looks unusual or confusing?
 - Why you're doing what you're doing?
- Please remember you may take a break at any given time; just let me know.
- So far, do you have any questions on anything? At any point during the testing session if you have any questions, please let me know. Ok, let's get started.

TEST SCRIPT: INTERVIEW

- What kind of music or podcast do you listen to?
- How often do you listen to music or podcast through a streaming platform? An approximate average per day is ok.
- What streaming platform(s) do you currently use?

TEST SCRIPT: TASKS

- **Task Instructions:**

- Task instructions will be read aloud for each task.
- **Counterbalance:**
 - The tasks will be counterbalanced to avoid any confounding variables.
 - The order of the tasks assigned will not always be in the same order.
- **Naming Convention of Tasks:**
 - The tasks are named in fruits instead of numbers because when the order of tasks varies, the participant will not notice or realize it.
 - The naming convention should help make counterbalancing tasks undetected.
- **Task Apple:**
 - **Starting point:**
 - Home
 - **Objective:**
 - Is Home easy to navigate?
 - **Time allowance:**
 - 5 minutes
 - **Scenario:**
 - Imagine you're about to hit the road and you take out your phone to stream some music.
 - **Task:**
 - On the Home screen try and discover music you might like. Please only navigate on the current screen.
 - **Probes:**
 - What are your thoughts about the Home interface?
 - What are your thoughts about the way the music is organized?
 - How is the navigation on this interface?
 - Is there anything unusual that stands out?
 - **Things to observe:**
 - Where the participant stops at
 - Any frustration or annoyance the participant may have
 - **Hints (if needed):**
 - Scroll up and down and to the left and right.
- **Task Melon:**
 - **Starting point:**

- Home
- **Objective:**
 - Is the stream icon on the bottom menu confusing?
- **Time allowance:**
 - 5 minutes
- **Scenario:**
 - Imagine you want to stream some music from an artist you're following.
- **Task:**
 - Please locate the Stream section.
- **Probes:**
 - Where do you think the stream section is?
 - Why do you think that?
 - What do you think the thunderbolt icon was for?
 - What are you expecting to see?
- **Things to observe:**
 - Where does the participant tap
 - If the participant taps on other icons such as the hamburger menu icon
- **Hints (if needed):**
 - It is on the bottom menu bar
 - It is within one of the icons.
- **Task Peach:**
 - **Starting point:**
 - Library
 - **Objective:**
 - Are the different scrolling options in the Library confusing?
 - **Time allowance:**
 - 5 minutes
 - **Scenario:**
 - Imagine you want to play a song you have listened to not so long ago.
 - **Task:**
 - Please locate the "Recently Played" section.
 - **Probes:**
 - Is this easy to locate?
 - Why do you say that?
 - Is any part of the Library confusing?
 - What are you expecting to see in the Library?
 - How is the navigation on this interface?

- **Things to observe:**
 - Where the participant stops at
 - Any frustration or annoyance the participant may have
- **Hints (if needed):**
 - Look for text labeled “Recently Played”
 - Look for text labeled “See All Recently Played”

TEST SCRIPT: POST-TEST QUESTIONNAIRE

- What are the 3 best things about the SoundCloud app?

1. _____
2. _____
3. _____

- What are the 3 worst things about the SoundCloud app?

1. _____
2. _____
3. _____

- What is the likelihood that you will use the SoundCloud app (if you haven’t done so already)?

1	2	3	4	5
(Not likely)				(Very likely)

- How organized is the SoundCloud app?

1	2	3	4	5
(Disorganized)				(Organized)

