MINI-ASSIGNMENT #2 (FROM PROJECT DESCRIPTION):

Construct a prototype to represent a main function of a web site, in order to gain further understanding of prototype methods when approaching a web site, not to create a new site. Focus will be on the elements and steps necessary to create a successful prototype and conduct a usability test.

For this assignment, I have chosen the Redbox, a DVD Rental Kiosk located across the United States, usually at department stores (ie, Wal-Mart), convenience stores (ie, gas stations), and at McDonalds. The Redbox.com web site allows users to select a desired Redbox kiosk, review available DVDs, and reserve a selected DVD for pickup at a later time. For Mini-Assignment #2, I will have test subject attempt such tasks.

MINI-ASSIGNMENT #2 ASSUMPTIONS:

There are few assumptions I will make coming into my test script and tasks. First, a typical user must feel comfortable performing tasks online securely using his/her credit card. Second, we will assume the user already has an account established on Redbox.com, including a stored credit card entitled "My Visa". Lastly, with the vast number of Redbox kiosks within the Indianapolis market, our tasks and screenshots will concentrate on a given location, with the presumption that the user may or may not pass this location in particular in their daily activities, and that identical scenarios could easily be drawn up to match their individual needs. All three of these assumptions are to be made to the user prior to test conduction.

MINI-ASSIGNMENT #2 TEST SCRIPT:

Good Afternoon. My name is David Craske, and I represent Redbox and their Web / Software design, development, and usability testing team. Thank you for giving us your time to test our redesigned Redbox.com web site. I would like to cover a few points and instructions with you before you begin this usability test.

1. Your role today is as partner to improve the quality of the Redbox.com service to our valuable customers. You should be clear that you are NOT being tested, but rather the product you will review is what is being examined.
2. Your input will greatly help us make a better decision as to the design and options to keep, remove, or modify for continued improvements to the web site.
3. You will be given two (2) simple tasks, based on normal functionality within the application. You will have approximately five (5) minutes to complete each task, though I highly doubt you will need this long. In the event you go over the allotted time we will ask you to move on to the next task.
4. Regarding the Tasks:
    a. I will read to you what I would like you to accomplish in each task. You will also be given a copy (verbatim) of each task. This will allow you time to completely understand what each task is asking you to do.
    b. Please feel free to ask if anything is unclear. If once you begin and the task still seems unclear, you may ask us whatever is needed.
    c. During the process of carrying out each task, we encourage you to speak aloud what you are thinking or feeling.
        i. In other words feel free to verbalize any frustrations, disturbances, ambiguities, unclearness, etc., in anything you see during the process.
        ii. You may also express any positive comments if you feel it necessary.
        iii. You don't need to be excessive, but rather very natural in verbally expressing what you would normally keep in your head.
    d. Please, do not feel pressured as if you were under a time limitation to complete each task, but rather simply read the task and carry it out as quickly as possible.
5. There are some pre-conditions that you must know prior to performing the two tasks:
    a. It will be assumed that you already have an established Redbox account, including a stored credit card. I have named this credit card for you as "My Visa", but in reality, you could use any card you want.
    b. We will be using a Redbox designation of choice. However, there are over 15,000 Redbox locations nationwide, so I hope you can envision a similar scenario that best fits your own personal lifestyle.
    c. You will NOT be entering data in the text boxes, nor will you be selecting from drop-down boxes, checkboxes, or radio buttons. However, I would like for you to verbalize the steps you BELIEVE you would need to perform on each screen you encounter. We will take notes accordingly.
6. After you have completed both tasks, you will be given payment for assisting us and will be free to go.
7. Again, we appreciate your cooperation in the usability testing and will follow-up with a letter of thanks.
8. Are there any questions?
9. Ok, so let's get started with the first task.

TASKS FOR MINI-ASSIGNMENT #2:

A few notes for each of these tasks:

1. I have included a Use Case for each of these tasks. This way, a usability test hierarchy can be established. There may be different use cases being tested during a usability test, to which several tasks may be created to help support a single use case. A Use Case description is not included, but is assumed.
2. The task documentation below would be used by the facilitator, Computer, and observers. It is assumed each task would be documented (one task per page) and given to the user. The user would be allowed to use the task sheet for note-taking purposes, and should have minimized burden on them.

Use Case 1: Normal Redbox functionality	
Task 1.1: Access User Account	
Goals/Output	Successful login to user's Redbox account. User would be able to review his/her account detail
Inputs/Assumptions	• User has a Redbox account established, including stored credit card number
Steps	Starting at Redbox main screen • Click on Login • Enter perceived e-mail address and password, and click Continue • Review "Your Account" screen
Expert Time	Approximately 10-20 seconds maximum
User Instructions	**Oral Instructions: Please access your account information that has been previously stored within Redbox.com.**
Notes	• Prior to test, user will be instructed that he/she already has a stored account within Redbox.com, and that no actual text boxes, drop-down selections, checkboxes, or radio buttons will be necessary to fill out – only that the user is to recognize and acknowledge their existence and what they would with that entry.

Use Case 1: Normal Redbox functionality	
Task 1.2: Reserve DVD	
Goals/Output	User will have successfully reserved a Redbox DVD at the indicated location, and understands he/she can now go to that location to pick it up at their convenience.
Inputs/Assumptions	• User has already logged into his/her Redbox account • TRON movie is available at the indicated Redbox
Primary Steps	Starting from the Your Account screen (See Task 1.1): • Click on Find A Movie • Click on Rent button underneath TRON • Enter ZIP Code for location listings • Click on Rent button
Expert Time	If user knows an exact movie, approximately 45-60 seconds. If user is browsing for a movie, but knows a location, approximately 2-3 minutes. If user is browsing both movies and locations, approximately 4-5 minutes.
User Instructions	**Oral Instructions: Once you have accessed your account information, please pre-arrange a pickup of the movie "TRON" from the Wal-Mart on North Keystone Avenue in Indianapolis. The address is 7325 North Keystone Avenue, Indianapolis, IN 46240.**
Notes	• Alternative Method #1: Users may perform "Find A Redbox", select the Redbox in question, then review available titles from that Redbox (including movie in question), and perform reservation. • Alternative Method #2: User clicks on "How Redbox Works", Clicks on "Click Here to get started", which leads into 2nd bullet in primary steps. • Alternative Method #3: User clicks on "Reserve Online" and clicks on any of the indicated squares. This will lead user into 2nd bullet in primary steps.

MINI-ASSIGNMENT #2 SCREENSHOTS:

An associated Microsoft PowerPoint accompanies this document. I have also created a web site using the same PowerPoint presentations, such that a user can click their way through the high-level usability test. Users can be instructed proceed to the following location:

http://www.davidcraske.com/Info564/MA2/Screen01.htm