EBONFX

USABILITY TESTING GUIDE

INTRO

Good morning/afternoon

Thank you for meeting with us. We really appreciate your time.

My name is XXX and joining me is XXX. We're students from Academy Xi and we've been engaged by EbonFX (a Fintech company that provides FX services) to assist with the re-design of their new website. To facilitate this process, our project team has developed a prototype, which you will be testing for us today. This should take no longer than 30 - 40 minutes.

HOUSEKEEPING

Before we get started, please note that:
- Your participation is voluntary and implied if you continue with the testing session;
- You may refuse to participate at any time;
- Your responses will remain confidential; and
- You may ask questions at any point.

In addition to taking notes, we would like to record this session if that's OK with you. The recording will be used by the project team to gain further insights as to how the website may be improved. It will be stored securely and deleted once we have analysed it.

Do you have any questions?

[START RECORDING]

PROCESS

FOR PEOPLE NOT INTERVIEWED PREVIOUSLY: We will begin by asking you a few background questions.

Commented [1]: Start with Q1.1

FOR PEOPLE INTERVIEWED PREVIOUSLY: We will begin by reflecting on the last time you transferred money overseas.

Commented [2]: Start with Q3.4

FOR BOTH: We will then move onto a list of tasks that we would like you to perform to test the usability of the desktop prototype.

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QUESTIONS

FOR PEOPLE NOT INTERVIEWED PREVIOUSLY:

1. User Background

1.1. Can you tell us a little about yourself - name, age, gender, work (i.e. company, company size, role, team size)?

2. SME Questions

2.1. Can you tell us about the business you own - name, how it started, how many employees, main products/services, what areas does the company service?

2.2. Do you have any goals for the business over the next 12 months?

3. IMT Behaviour (Personal & SME)

3.1. Why do you need to transfer money overseas?

3.2. How do you usually transfer money overseas and how often?

3.3. What FX services do you use and why? Is there anything that you find frustrating about it/them?

FOR BOTH:

3.4. Can you tell us about the last time you transferred money overseas?

> **Commented [3]:** 3.4. When (was this), Why (reasons), Where (AUD to ?), How (platforms/apps), What (was their experience).

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PROTOTYPE TESTING

In the chat, you will find the link to the EbonFX prototype: **Link from the Prototype Team in the comments.**

> **Commented [4]:** PERSONAL: https://www.figma.com/proto/ZGUq4CgVucCVHtHn9rsPJk/EbonFx-(Copy)?node-id=995%3A36673&scaling=scale-down&page-id=1%3A30&starting-point-node-id=786%3A19558&show-proto-sidebar=1

> **Commented [5]:** BUSINESS: https://www.figma.com/proto/ZGUq4CgVucCVHtHn9rsPJk/EbonFx-(Copy)?node-id=1030%3A40085&scaling=scale-down&page-id=1%3A30&starting-point-node-id=1100%3A28871&show-proto-sidebar=1

Please click on the link and share your screen with us.

While the prototype might look like a website, it isn't a true website so not everything will be clickable. (**NOTE: Host to ensure multiple users can share their screens.**)

We will give you a scenario, provide you with an opportunity to explore the prototype, and then ask you to complete a set of tasks. We will not be able to provide you with any assistance while you complete these tasks, but will be happy to answer any questions you have after.

To put your mind at ease, please remember that we are testing the prototype and not you. There are no wrong or right answers, and we welcome any and all feedback.

When reviewing the prototype and working through the tasks, please talk out loud, so that we may follow your thought process.

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BUSINESS SCENARIO

As a business person, you are required to transfer money overseas in order to pay your suppliers in a timely and cost-effective manner. Based on the recommendation of a trusted source, you visit the new EbonFX website.

EXPLORING THE WEBSITE

Before creating an account, we would like you to spend a little time exploring the website. Starting here, on the Business Home Page, please work your way through the menu sequentially. As you do, we would like for you to tell us:

- Your overall impression of each page - what did you like/dislike?
- If there was anything that you would expect to see but did not.
  (NOTE: More interactions have been added but good to move sequentially so that the user gets a chance to review everything)

TASK 1: Personal Dealers
When on the 'Services' page, say: Being new to EbonFX, you will likely have a few questions. One of the benefits of having an account with them is being able to talk to a Personal Dealer.

1.1.   Looking at this page, where would you click to find more information about the EbonFX Personal Dealers?
1.2.   Did you notice an alternative way to navigate to the Personal Dealer page?
1.3.   What would you expect from such a service?
1.4.   Would the service be something you would want to use? Why/Why not?
1.5.   What are your overall thoughts of this page and how it's been set up?

After reviewing the Personal Dealer page, say: Let's head back to the Services page and continue our exploration.

NOTE: The user needs to click on the back arrow just above the 'Your Personal Dealer' heading or 'Services' in the menu bar, and then move onto the FAQ page.

TASK 2: FAQ's
When on the FAQ page, say: EbonFX would like to enable their customers by providing information that is at their fingertips.

2.1.   How do you feel about the layout of this FAQ page? Would you say it fits the bill?
        (NOTE: 1st question under 'Services', 'Process' and 'Account' can be expanded)
2.2.   What would you do if you had a question that was not addressed here?
2.3.   What would you expect to happen thereafter?

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Commented [6]: 1. Home | 2. Services | 3. FAQ | 4. About Us | 5. Contact

Commented [7]: 1.1. Testing to see if the "Talk to one of our friendly dealers" banner stands out under "How does this help your business"

Commented [8]: 1.2. Drop down from Services menu

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NOTE: The user will only be able to navigate to 'About Us' when on the 'Services' FAQs.

After reviewing the FAQ page, say: Let's continue onto the 'About Us' and 'Contact' pages. As before, we would like to understand:
- Your overall impressions - what did you like/dislike?
- If there was anything that you would expect to see but did not.

EXPLORING THE FX PORTAL

Thanks for your feedback thus far, it's been really insightful. We are now going to move onto the FX portal.

TASK 3: Creating a Business Account

This is probably the part you have been waiting for - let's create a business account:
(NOTE: To maintain flow, the user will create the account from the 'Contact' page.)

3.1.   What are you thinking when you look at this page **OR** What are you thinking as you work your way through the sign-up process?
3.2.   What would you expect to happen once you fill in all the relevant fields?
3.3.   Was anything surprising or did not perform as expected?

Now that you have created an account, we would like you to spend a little time exploring the FX portal. Starting here, please work your way through the menu sequentially once again, and as you do, we would like for you to tell us:
- Your overall impression of each page - what did you like/dislike?
- If there was anything that you would expect to see but did not.

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PERSONAL SCENARIO

As an individual supporting your family back home, you are required to transfer money overseas in an efficient and cost-effective manner. Based on the recommendation of a close friend, you visit the new EbonFX website.

EXPLORING THE WEBSITE

TASK 1: Change Language Preference
When on the Home page, say: Do you speak any other languages besides English? What are they?

1.1. Assuming you would like to change the language of the website, how would you go about doing so?

1.2. How would you describe your experience carrying out this task?

We would like for you to spend a little time exploring the website. Starting here, on the Personal Home Page, please work your way through the menu sequentially. As you do, we would like for you to tell us:

- Your overall impression of each page - what did you like/dislike?
- If there was anything that you would expect to see but did not.
  (NOTE: Good to move sequentially so that the user gets a chance to review everything)

TASK 2: Rate Calculator **(NOTE: Calculator does not work)**
When on the 'Services' page, say: I'm sure the 1st thing you would want to do when visiting a FX website is view the rates.

2.1. Looking at this page, where would you go to find this information?
   (NOTE: The user may refer to 'Compare our rates' on this Page, or even the Home page.)

2.2. Do you see an alternative that would provide you with this information?
   (NOTE: Testing to see if the user clicks into 'Exchange/Transfer' from the drop-down menu)

2.3. What are you thinking as you look at this page?

After reviewing the Exchange/transfer page, say: Let's continue onto the 'FAQs' 'About Us' and 'Contact' pages.

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EXPLORING THE FX PORTAL

Thanks for your feedback thus far, it's been really insightful. We are now going to move onto the FX portal.

TASK 3: Creating a Personal Account

Now we are ready to create a Personal Account. If you were back on the Home page, how would you go about doing this?

3.1. What is your first impression of the sign-up page?
3.2. How would you go about creating a new personal account?
3.3. What do you expect to happen once you fill in all the relevant fields?
3.4. Was anything surprising or did not perform as expected?

Now that you have created an account, we would like you to spend a little time exploring the FX portal. Starting here, please work your way through the menu sequentially once again, and as you do, we would like for you to tell us:

- Your overall impression of each page - what did you like/dislike?
- If there was anything that you would expect to see but did not.

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OVERALL FEEDBACK

- Based on the prototype, what is your overall impression of the look and feel of the new website?
- How did using the prototype make you feel?
- Was the interface easy to understand?
- Did the navigation make sense?
- What was the one thing you liked/disliked the most about the design?
- How would you describe your experience carrying out the tasks – what was the easiest/hardest task to accomplish?
- Do you have any suggested improvements?
- How do you decide if a website is trustworthy? What would you need to see on this website to know your funds are secure?
- What are your final thoughts on the redesign and how does it compare to the original?

OUTRO

That brings us to the end of our session. Thanks again for participating and sharing your feedback. The project team will use the information gathered to improve on the end-product.

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END