

# Ether User Testing

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## **Background:**

Ether is a podcast app being built for iPhone. It allows users to listen to podcasts, subscribe to podcast channels, and share podcasts with their friends. Ether wants to test the MVP prototype to make sure it stays true to user needs and functionality.

## **Tasks:**

We want the users to complete the following tasks:

1. Create an account
2. Subscribe to a podcast channel
3. Share a podcast with a friend

## **Methodology:**

Select 6 users for in-person and remote testing for an in-depth exploration of how they interact with the prototype. Participants will complete 3 tasks using the prototype. Observations will be made as to any reactions, pain points, or challenges users face with completing these tasks.

## **Participants:**

Ideal participants are existing podcast listeners.

## **Schedule:**

User testing will be completed both in-person and remotely. In-person testing will be done on a phone with the prototype already loaded. Remote testing will be completed via Google Hangouts. The user will load the prototype via a link to the prototype.

All testing will be completed June 24-29, 2016.

# Script

## **Intro and Background:**

Hi, my name is Jenn Hinkle and I'll be conducting the interview today. The interview will consist of you completing three tasks within the app, with the opportunity for follow-up questions. The goal of this interview is to gain a better understanding of how users will interact with this app. Please remember, there are no wrong answers or actions you can take. We are looking for raw, unfiltered responses; so please be as open and honest as you can during this interview.

## **Main Body:**

1. Please signup for an account with Ether using the app
2. Please subscribe to a new podcast channel
3. Please share a podcast with a friend

## **Wrap Up:**

Thanks again for taking the time to meet with me today. Do you have any other comments or questions for me before we finish? Would it be ok to contact you if I have a few follow-up questions?