



Usability Test Kit | Team Sliced

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1. Screening Questionnaire + Price Testing

Intro: Hello! We are a team of graduate students at the University of Washington. As part of our Usability Studies course, we've partnered with **Sliced**—a Chicago-based cheese board delivery service—to help improve the customer experience on their website. We are conducting this survey to recruit participants for **remote usability testing sessions**.

Current Chicago residents who participate in follow-up usability testing sessions will receive a **FREE Sliced Mini Box**, hand-delivered to you by Sliced owner/founder Claire Murray.

The following survey consists of **10 questions** and will take **2-3 minutes to complete**. Your participation in this survey is completely voluntary. You may skip any questions you do not feel comfortable answering, and you may exit the survey at any time. The information that you provide will remain **CONFIDENTIAL**. Only members of the Sliced research team will have access to your responses, and the data you provide will be used solely for the purposes of our school research project. Thank you in advance for your time!

1. Which of the following best describes you?

- I currently live in Chicago
- I have lived in Chicago in the past, but do not currently live there
- I have never lived in Chicago

a. [Branching Logic - Q1 Choice 1] How long have you been living in Chicago?

- Less than 1 year
- 1-2 years
- 3-4 years
- 5 or more years

b. [Branching Logic - Q1 Choice 2] How long did you live in Chicago for?

- Less than 1 year
- 1-2 years
- 3-4 years
- 5 or more years

2. Which of the following describes your dietary preferences and restrictions? (select all that apply)

- ☐ Vegan
- ☐ Vegetarian
- ☐ Pescetarian
- ☐ Gluten-Free

- ☐ Nut-free
- ☐ Dairy-free
- ☐ Paleo
- ☐ Keto
- ☐ None of the above (I do not have any dietary restrictions)
- ☐ Other: _____

3. Have you ever purchased a cheese or charcuterie board?

- ☐ Yes
- ☐ No

4. Would you consider purchasing a cheese or charcuterie board now or in the near future?

- ☐ Yes
- ☐ **No (if no, survey ends here)**

5. Look at the board below. Would you purchase this board at the listed price? (Assume that each board can be customized to fit your dietary preferences)



Medium Board

Standard	Dairy Free	Gluten Free	Vegan
\$90	\$100	\$90	\$110

Serves 4-6 people. Please note these are snacking portion sizes.
Dimensions: 12" X 12" (inches)

What's Included

- 3 cheeses
- 2 meats
- Accessories (fruit/veggies, honey/jam, assorted nuts, herb & flower details)

Vegan substitutions

- locally sourced plant-based cured meat
- locally sourced dairy-free cheese
- vegan-friendly accessories

Dairy-free substitutions

- locally sourced dairy-free cheese & dairy-free accessories.

- ☐ Definitely would buy
- ☐ Probably would buy
- ☐ Might or might not buy
- ☐ Probably would not buy
- ☐ Definitely would not buy

6. Look at the board below. Would you purchase this board at the listed price? (Assume that each board can be customized to fit your dietary preferences)



Large Board

Standard

Dairy Free

Gluten Free

Vegan

\$150

\$170

\$160

\$170

Serves 10-12 people. Please note these are snacking portion sizes.
Dimensions: 14" X 14" (inches)

What's Included (Standard board)

- 3 cheeses
- 2 meats
- Accessories (fruit/veggies, honey/jam, assorted nuts, herb & flower details)

Vegan substitutions

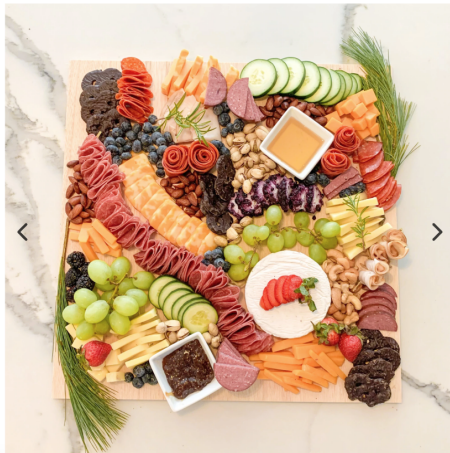
- locally sourced plant-based cured meat
- locally sourced dairy-free cheese
- vegan-friendly accessories.

Dairy-free substitutions

- locally sourced dairy-free cheese and dairy-free friendly accessories.

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably would not buy
- Definitely would not buy

7. Look at the board below. Would you purchase this board at the listed price?
 (Assume that each board can be customized to fit your dietary preferences)



Extra Large Board

Standard

Dairy Free

Gluten Free

Vegan

\$200

\$220

\$220

\$220

Serves 12-15 people. Please note these are snacking portion sizes.
Dimensions: 18" x 18" (inches)

What's Included (Standard board)

- 4 cheeses
- 3 Meats
- Accessories (fruit/veggies, honey/jam, assorted nuts, herb & flower details)

Vegan substitutions

- locally sourced plant-based cured meat
- locally sourced dairy-free cheese
- vegan-friendly accessories.

Dairy-free substitutions

- locally sourced dairy-free cheese and dairy-free friendly accessories.

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably would not buy
- Definitely would not buy

8. Look at the board below. Would you purchase this board at the price given?
 (Assume that each board can be customized to fit your dietary preferences)



Valentine's Day Board (Medium)

Standard

\$100

Dairy Free

\$100

Gluten Free

\$100

Vegan

\$100

Serves 4-6 people. Please note these are snacking portion sizes.
Dimensions: 12" X 12" (inches)

What's Included (Standard board)

- 3 cheeses
- 2 Meats
- Accessories (fruit/veggies, honey/jam, assorted nuts, herb & flower details)

Vegan substitutions

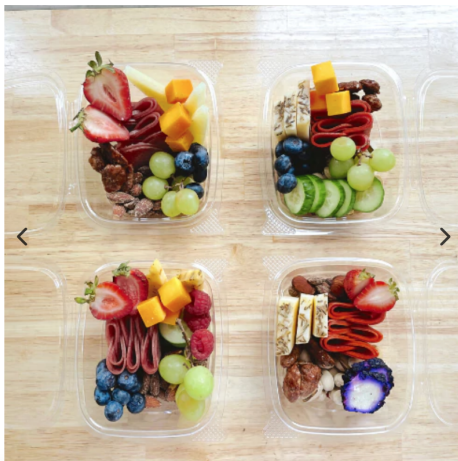
- locally sourced plant-based cured meat
- locally sourced dairy-free cheese
- vegan-friendly accessories.

Dairy-free substitutions

- locally sourced dairy-free cheese and dairy-free friendly accessories.

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably would not buy
- Definitely would not buy

9. Look at the product below. Would you purchase this board at the listed price?
 (Assume that each box can be customized to fit your dietary preferences)



Mini Box

Standard

\$15

Dairy Free

\$17

Gluten Free

\$16

Vegan

\$17

Each box serves 1 person.
Container Size: 8oz

****The Mini Box requires an order of 4 or more****

What's Included (each box)

- 2 cheeses
- 1 Meats
- Accessories (fruit/veggies, jam/honey, assorted nuts, herb & flower details)

Vegan substitutions

- locally sourced plant-based cured meat
- locally sourced dairy-free cheese
- vegan-friendly accessories.

Dairy-free substitutions

- locally sourced dairy-free cheese and dairy-free friendly accessories.

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably would not buy
- Definitely would not buy

10. Please enter your preferred contact information (phone number and/or email) below if you are interested in participating in 1-hour follow-up *usability testing session over Zoom between mid-February and March.

*a usability testing session involves meeting with a researcher over Zoom and completing a few simple tasks on the Sliced website such as finding the "About" page.

NOTE: Responding "Yes" DOES NOT GUARANTEE that you will be contacted by the Sliced research team and DOES NOT OBLIGATE you to participate in a follow-up user testing session. In the event that you express interest by responding "Yes", we will contact you via the email address and/or phone number you provide below and ask for your consent to participate in a follow-up user testing session. We will work around your schedule to establish the best time to do this. You reserve the right to refuse participation at any time.

Current Chicago residents who participate in follow-up usability testing sessions will receive a FREE Sliced Mini Box, hand-delivered to you by Sliced owner/founder Claire Murray.

_____ [text box for contact information]

- a. **[Branching logic → Q10 if not empty] Do you currently have access to a computer or laptop with a built-in webcam that you could use during our remote usability testing session?**
- Yes
 - No

2. Consent Form

2.1. Consent Form: Remote Usability Study

By signing this consent form, I understand that I am agreeing to participate in a 1-hour remote usability study conducted by Human Centered Design & Engineering (HCDE) graduate students at the University of Washington.

This study is being conducted as part of the coursework for HCDE 517: Usability Studies, a graduate-level course that introduces students to usability testing concepts, best practices, and research methods.

During this study, I agree to participate in a remote usability testing session using my computer, which includes being:

- Interviewed about the website (slicedchi.com)
- Asked to complete tasks using the website
- Asked to complete an online questionnaire/survey about my experience using the website

This test will be recorded through video and computer screen for the purpose of demonstration and evaluation by the HCDE research team. These recordings and any information attached to them (your name, image) will be:

- Used only for research purposes.
- Stored and shared securely only with members of the team.

I understand and consent to the use and release of the recording of this study session. I relinquish any rights to the recording and understand that the recording may be copied and used by the HCD team without further permission.

I understand that participation in this usability study is voluntary and that I can withdraw my consent at any time without penalty. I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

If you have any questions about your participation in this study after today, please contact Tabitha Safari (tsafari@uw.edu).

Please sign below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

Please print your name: _____

Please sign your name: _____

Date: _____

Thank you!

We appreciate your participation.

Please return the signed document to **Petrina Chan (petrinac@uw.edu)**.

3. Scripts used during facilitation

3.1. INTRODUCTION

Hi <Participant name>! I'm <Moderator name>, and I'll be walking through this session with you today.

[Optional] Joining us today will be <Team Member Name> and <Team Member Name> who will be taking notes, <Team Member Name> who will be in charge of audio and video recording, and <Team Member Name> to help with <Team Role>.

You probably already have a good idea of why you're here but just to quickly recap, we're doing this study for Sliced, which is a cheese board delivery and catering service based in Chicago.

I'll start our session today by asking you a few questions, and then I will give you some tasks to complete on the Sliced website. We'll use the feedback we get from you and other participants to improve the website, so please share your honest thoughts as we go along.

There are a few things to keep in mind before we begin.

1. The first thing I want to make clear is that **we're testing the site, not you**. You can't do anything wrong here, and there are no right or wrong answers. Feel free to take your time as well.
2. **Be as candid as possible**. Don't worry that you're going to hurt our feelings. We did not have any part in the design or creation of this website. We just want to understand how it can be improved, so we want to know all of your thoughts! If you think something is wrong, feel free to say so.
3. **Feel free to ask me questions at any time**. If you're feeling confused or lost, please let me know. But for the purposes of our study, I may not be able to answer all of your questions.
4. **Most importantly, please think aloud when you do those tasks**. As you're navigating the website, please share with me your thoughts and impressions about the website, where you're going to click, why you're clicking there, and what you expect to see when you do so. This just helps us understand your thoughts and expectations, which helps us with our notes.

Do you have any questions before we begin? **answer any questions**

After they read and sign the consent form, start recording

OK. Before we look at the site, I'd like to ask you a few quick questions.

☐ **[Ask Pre-Test Questions]**

3.2. THE HOME PAGE TOUR

OK, great. We're done with the questions, and we can start looking at things.

☐ **Can you please start sharing your screen with me?**

Thank you! Now, I'd like to ask you to navigate to the Sliced website by clicking on the link that **<Teammate name>** just pasted into the zoom chat.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, what do you like or dislike about it, what can you do here, and what do you think it's for? Please think out loud and describe what you're thinking as you look around. You can scroll up and down on the page as much as you'd like, but don't click on anything yet.

☐ **Allow this to continue for three or four minutes, at most.**

Ask if they didn't address these during their think aloud walk through:

- ☐ What are your initial impressions of the home page?
- ☐ In your own words, can you please describe what this company does?
- ☐ Would you consider purchasing a cheese board from this company?

3.3. TASK SCENARIOS

Task 1: BYOT (Give context about cheeseboards and ask participants to walk through a purchase)

Context: Can you think of a time when you would want to buy a cheeseboard? If not you, someone else you know?

- ☐ What type of event would it be for?
- ☐ How many people would you want at the event?
- ☐ What sorts of food restrictions would people have at your event?
- ☐ What other considerations would you make before buying the cheeseboard?

Scenario: "Let's use Sliced to go shopping together!"

- ☐ **Note:** They can go all the way through the checkout process. They can choose whatever preference they want, and for Task 5, they can focus on the method they didn't choose (e.g. kitchen pickup or local delivery).
- ☐ **Probing Questions** [only ask if they don't address these themselves during think aloud]
 - ☐ What are your initial impressions of the product selections on this page?
 - ☐ Can you see yourself ever purchasing any of the products on this page?
 - ☐ What are your initial impressions of this cheese board?
 - ☐ How are you evaluating whether this product is something you want to buy?
 - ☐ Is there anything you like or dislike about this cheese board?
 - ☐ Looking at board details, is there anything missing? Is there any additional information you would like to see before deciding whether you want to purchase this board?
 - ☐ Would you purchase this product? Why or why not?
 - ☐ What could we change about this product to make you feel more inclined to purchase?

☐ **<Ask Post-Task questions>**

Task 2: Find information about ____.

Scenario A: You are placing an order for an event that might get canceled due to COVID.

- ☐ **Task:** Find information about Sliced's refund and order cancellation policy.

☐ **<Ask Post-Task questions>**

Scenario B: You are hosting a party a week from today and want to order a cheese board.

- ☐ **Task:** Find out when the last day would be for you to place the order.

☐ **<Ask Post-Task questions>**

Scenario C: You placed an order! But you just found out your friend has a severe tree nut allergy.

- ☐ **Task:** Please go to slicedchi.com and find out how to modify your order.

☐ **<Ask Post-Task questions>**

Task 3: Request event catering

Scenario: You are planning an outdoor wedding party for 80 guests. You have a \$3,000 budget for food and drinks.

- ☐ **Task:** Please go to slicedchi.com to find out if they can provide catering.

☐ **<Ask Post-Task questions>**

Task 4: Place a custom order / contact Sliced for a custom order

Scenario: You want to order a board that only contains red fruits and soft cheeses.

☐ **Task:** Please go to slicedchi.com and find out how to do this.

☐ **<Ask Post-Task questions>**

Task 5: Purchase cheese board(s) for local kitchen pickup OR delivery.

Scenario: You are hosting a party for 12 people next Saturday at 8PM. Half of them are vegetarian and two are lactose intolerant.

☐ **Task:** Please go to slicedchi.com and place an order that will accommodate your guests' dietary needs.

☐ **Probing Questions** [only ask if they don't address these themselves during think aloud]

- ☐ What are your initial impressions of this cheese board?
- ☐ How are you evaluating whether this product is something you want to buy?
- ☐ Is there anything you like or dislike about this cheese board?
- ☐ Looking at board details, is there anything missing? Is there any additional information you would like to see before deciding whether you want to purchase this board?
- ☐ Would you purchase this product? Why or why not?
- ☐ What could we change about this product to make you feel more inclined to purchase?

☐ **<Ask Post-Task questions>**

WRAP-UP QUESTIONS

Those were all of the tasks we wanted you to do, thank you for walking me through your thoughts. Now the final part of this study is asking you to fill out a questionnaire, which will help you reflect on your experience with Sliced.

<Ask Post-Test Questions>

CLOSING WORDS

Thank you for taking the time to participate in this study! We really appreciate your feedback! Your feedback will be shared with the rest of my team and used to improve Sliced website.

4. Pre-Test Questions

4.1. DEMOGRAPHICS

1. **Location:** Where do you live? What's your zip code?
2. **Age:** How old are you?

3. **Occupation:** What's your occupation? What do you do all day?
4. **Household Size:** How many people live in your household?
5. **Marital status:** What's your current relationship status? Are you single, married, etc.?
6. **Kids:** Do you have any kids? How old are they?
7. **Education:** What's the highest level of education you completed?
8. **Income:** If you don't mind me asking, can you give me a rough estimate of your annual household income?
9. **Dietary restrictions:** Do you have any dietary restrictions or allergies?

4.2. HABITS/INTERESTS

10. What does a typical weekday look like for you?
11. What does a typical weekend look like for you?

4.3. CHEESEBOARD PREFERENCES & EXPERIENCES

12. In the survey you mentioned you've purchased a cheeseboard in the past. When was the last time you purchased a cheese board?
 - Can you give me a few examples of situations or occasions when you would purchase a cheeseboard?
13. What does your ideal cheese board look like? What kinds of products do you expect to find on it?
14. Can you think of the most recent time you ordered a cheeseboard:
 - How long ago did you purchase this cheeseboard?
 - Why did you purchase this cheeseboard? Was it for a special occasion or event? Where did you purchase this cheese board from?
15. Would you consider purchasing a cheese board now or in the near future?

5. Post-task questionnaires

5.1. After Tasks 1, 2, 4, & 5 (Purchasing a Cheeseboard)

- **Overall, this task was:**

- ☐ 1 (Very easy)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7 = (Very Difficult)

- **How easy or difficult was it for you to find the options you needed to accommodate your guests' dietary needs?**
 - Extremely difficult
 - Somewhat difficult
 - Neither easy nor difficult
 - Somewhat easy
 - Extremely easy
- **How easy or difficult was it for you to find the information you needed to make your purchase?**
 - Extremely difficult
 - Somewhat difficult
 - Neither easy nor difficult
 - Somewhat easy
 - Extremely easy
- **Overall, did this process (from home page to order confirmation page) take more or less time than you expected?**
 - Much more time than I expected
 - Slightly more time than I expected
 - About as much time as I expected
 - Slightly less time than I expected
 - Much less time than I expected
- **Was anything surprising? Did anything not perform as expected? [qualitative]**

5.2. After Tasks 2A, 2B, 2C (Finding Information)

- **Overall, this task was:**
 - ☐ 1 (Very easy)
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
 - ☐ 6
 - ☐ 7 = (Very Difficult)
- **Is this where you expected to find this information? Why or why not?**
 - If not, where did you expect to find this information?
- **Are there any other pages on the website where you would like to find this information?**

6. Post-test questionnaires

[Qualitative]

- **What are your overall impressions of the Sliced website?**
- **What did you like most about your experience on this website site?**
- **What was your least favorite part about your experience of the website overall?**

[Quantitative]

- **How would you rate your overall experience on the website? [1 - 5]**
 - Extremely difficult
 - Somewhat difficult
 - Neither easy nor difficult
 - Somewhat easy
 - Extremely easy
- **Overall, how easy or difficult was it to find the information you needed when navigating the Sliced website?**
 - Extremely difficult
 - Somewhat difficult
 - Neither easy nor difficult
 - Somewhat easy
 - Extremely easy
- **Overall, did you find the site navigation intuitive or confusing?**
 - Extremely intuitive
 - Somewhat intuitive
 - Neither intuitive nor confusing
 - Somewhat confusion
 - Extremely confusing
- **If you could change one thing on this website, what would it be and why?**
- **How would you rate your experience overall?**
- **How would you describe your overall experience with this product?**

7. Data-logging / note-taking forms

1. Heuristic Evaluation Log
2. RITE Log
3. Usability Testing Log