

Usability Test

Goals

- Understand how users will perceive the Subscriptions Hub
- Find out if users would want to use this feature
- Determine if the feature is easy to use & navigate

Introduction

Hello, my name is Jodie. Our goal today is to understand better how you use Gmail to read newsletters or digests that you have subscribed to.

For the first part of the session, I will start by asking you questions about your behaviour when reading newsletters using the Gmail app.

Then we will have a look at a prototype to hear your feedback.

Please be as honest as possible. We won't be offended if you don't like or don't understand something. Only if we learn what is not working for you we can then improve the product.

A question before we start, would it be ok for you if we record this conversation? It'll help us focus on our conversation rather than taking notes. The recording will be used for internal purposes only (transcription) and won't be shared with anyone else.

Do you have any questions before we start? Please feel free to ask questions during the interview or keep them until the end of the session.

User Questions

1. *Please briefly tell me about yourself.*
2. *Do you use email outside of work?*
3. *What inboxes (like Gmail, Outlook) do you use? Do you have a favourite one?*
4. *How many newsletters or digests have you subscribed to in the last year? A rough estimate is fine.*

Past Experience Questions

1. *What do you think about Gmail (or email inbox)?*
2. *How easy is it to find a particular newsletter in Gmail (or email inbox)?*

3. Tell me about the last time you read a newsletter that you subscribe to.
4. Tell me about the last time you wanted to unsubscribe from a newsletter.

Prototype testing

“I am going to share a prototype with you. You can interact with it as you would normally do with the app. Please try to think out loud that will help me to understand where you are.”

Task 1:

“Imagine you are at home on a Saturday morning, and you receive a notification”

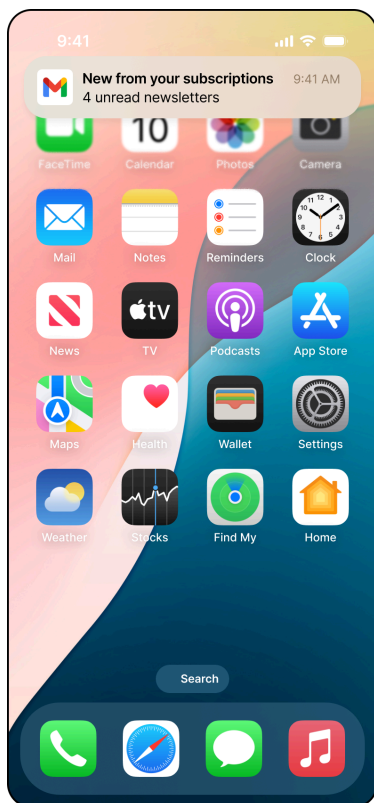
(prototype shows an alert on the home screen)

“Find out what the alert is telling you about.”

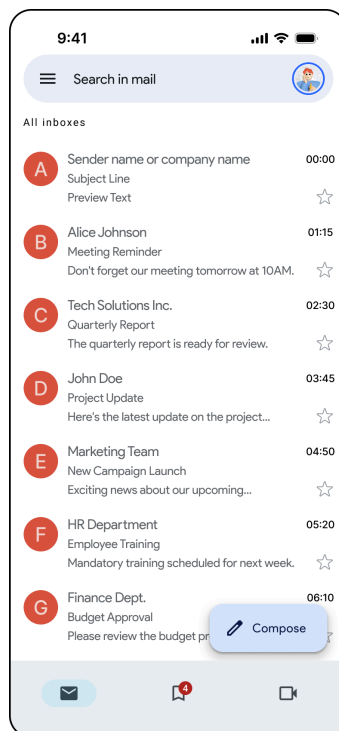
(user can click on the alert, which takes them to the Gmail inbox)

“There are no new emails or newsletters in your inbox. Can you find where the unread newsletters are?”

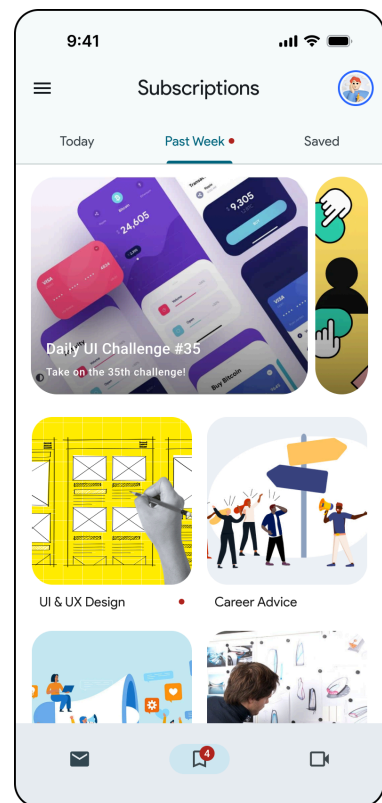
(Prototype screen has the navigation at the bottom. The central icon has a badge with the number 4. Hopefully the user can deduce that this is where the 4 unread newsletters are)



Screen 1: Alert



Screen 2: Gmail inbox



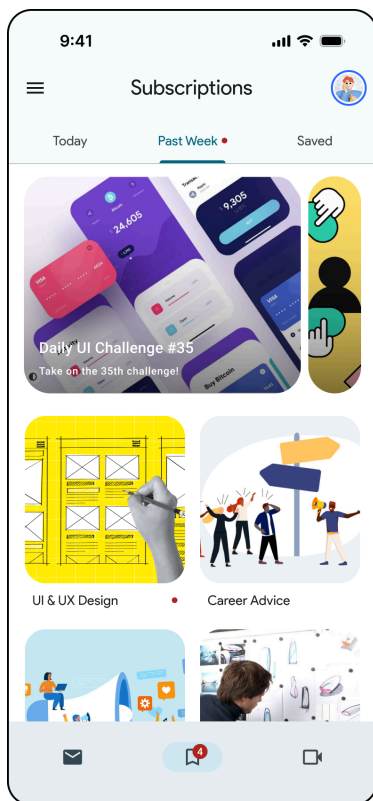
Screen 3: Subscriptions 'hub'

Task 2:

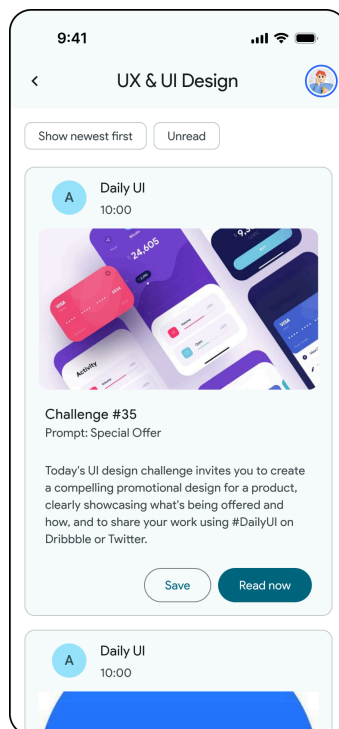
“Can you please find & open a newsletter about UI & UX?”

(The *Photo List Item*, “UI & UX Design”, has a small badge indicating that this is where the user’s unread newsletters are. From here the user clicks the grid item, and is taken to the next screen where there are 4 *Stacked Cards* each with a button that says ‘Read now’)

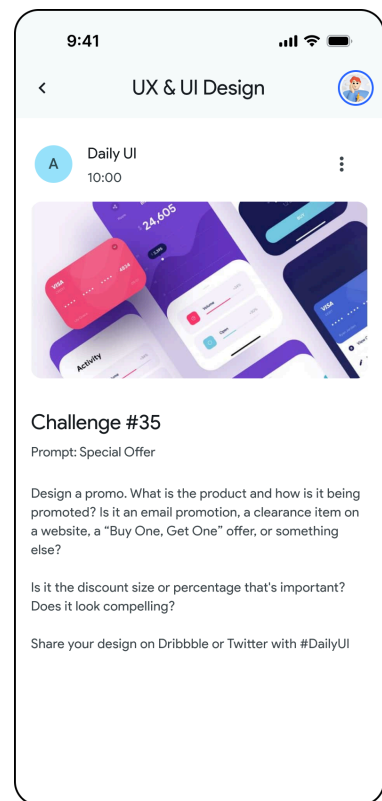
(After clicking the read now button, the user should find a newsletter)



Screen 3: Subscriptions ‘hub’



Screen 4: UX & UI Design



Screen 5: Newsletter

Closing Questions

What is your overall impression of the proposed solution?

Was there anything difficult to understand?

What are other scenarios that the proposed solution will not cover for you?

If you had 1 magic wish, what would you change in the proposed solution? What would that be?

Thank you for participating in the research. It was a pleasure to meet you. Have a nice day!