
Fitbit App Gallery Interview Plan

By: Diana D'Achille

Understanding your Audience

Quinnipiac University

Key:

1.0 Document Overview

2.0 Objectives of the Study

3.0 Type of Interview

4.0 The Five Phases Script

1.0 Document Overview:

This document showcases a test plan for conducting an interview to help the development of Fitbit's App Gallery mobile application redesign. The goal of the Fitbit App Gallery interview is to establish a baseline of user performance, validate user performance measures and identify potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction in Fitbit's App Gallery.

1.1 Fitbit's App Gallery:

Fitbit creates wearable products that change the way we move. Their goal is to empower and inspire their users to live a healthier, more active life. Their wearable products and online/mobile application experiences fit seamlessly into their users' life so they can achieve their health and fitness goals, whatever they may be. On December 5th 2017, Fitbit announced the release of their first App Gallery store. Formally, known as Fitbit App Gallery. Fitbit's App Gallery was first introduced to their Fitbit Ionic users and today is now also available to their Fitbit Versa users within the Fitbit App.

2.0 Objectives of the Study:

Understand the user's behaviors, motivations and goals. Understand what roadblocks Fitbit's App Gallery users encounter in achieving their goals. Extract general psychographic attributes, get to know their basic backstory and gather basic demographic information.

***Identify design inconsistencies and usability problem areas within the user interface and functional elements.**

3.0 Type of Interview: Unstructured Interview

This interview will be an unstructured interview to allow the interviewees to answer questions and topics that are open-ended. An unstructured interview begins with general goals in mind, however will allow our participants to go into detail about each topic. With an unstructured

interview our participants will be able to answer in a narrative form and not feel forced to answer in a particular way. They may also deviate from the script to generate additional relevant questions based on answers given during the interview.

3.1 Type of Users:

Users for the test session will consist of strangers, family members, Verizon coworkers and friends that own a Fitbit Versa or Fitbit Ionic. I will provide the users a brief introduction of the Fitbit's App Gallery interview, have them sign off for consent and then go through the interview questions. A post-evaluation survey will be completed after they have completed all tasks as an opportunity to give open-ended feedback.

3.2 In-Person, Video Conference, Phone or Chat:

The interviews I conduct will be in person and also over video conference to reach a large and also diverse audience for this interview.

3.3 The Questions:

The questions for this interview are aligned with the categories displayed in the Idealized Interview Flow (Page 225). This will allow the questions to be ordered in a clear, understandable, and impartial way. They also are under 20 words each to allow my participants to remember long or multiple-part questions during the interview.

4.0 The Five Phases:

(The Introduction, Warm-up, Body of the Session, Cooling-off, Wrap-up)

By using the Five Phases below (The Introduction, Warm-up, Body of the Session, Cooling-off, Wrap-up) my participants will be encouraged to answer honestly and feel free to say when they cannot answer one of my questions.

The Introduction (Stage One):

Hi [name]. Thank you for taking the time to meet with me today. My name is Diana D'Achille. I will be conducting your interview session with you today on a mobile application called Fitbit's App Gallery. Fitbit's App Gallery is a downloadable application on iOS and Android that allows users to connect with the community, view personal stats and update their Fitbit's clock face and applications. Please note, I am not a Fitbit employee or have any association with their marketing or product team.

I understand that you are a current user of the Fitbit app and that you use Fitbit's App Gallery within their mobile application to update your Fitbit's clock face and applications. (Line personalized per user)

For your interview today, I am here just to get to know you better, so we can make adjustments to our mobile application's experience that meets your needs. This user test will take approximately 45-60 minutes long. Keep in mind there is no wrong or right way to complete this test, it is meant for me to get to know you and your behaviors within the Fitbit App Gallery. During this session I cannot help you through the tasks. It will be beneficial for

me if you provide as much detail as you possibly can. I will be recording this session for my own use, so I can refer back to our conversation later on.

This will allow me to go back at a later time and review your comments so that I am not distracted from our conversation by taking notes. **Do mind if I record this interview?**

Since this redesign is not in production yet, you will need to sign a non-disclosure agreement in which you promise not to discuss this redesign with anyone until it is put on the market or until two years from now.

If you do not have an opinion or cannot answer any of the questions I ask, please feel free to say so. Please, stop me at any point if you have questions.

Warm Up (Stage Two):

Diana: Are you ready to begin?

Tester: [User Asks Question]

Diana: [Answer appropriate questions that deserve responses]

Diana: Let's get started.

Interview Begins

Diana: First we are going to cover some basic background questions, so I can get to know you better.

Diana: What do you do for a living?

Tester: [Tester Responses]

Diana: What are your hobbies?

Tester: [Tester Responses]

Diana: From 1 to 10, (10 being the highest, 1 being the lowest) how frequently would you say you use mobile applications on your phone?

Tester: [Tester Responses with number 1 to 10]

Diana: Now I will be asking you some specific questions about your Fitbit App/Fitbit App Gallery experience. Are you ready to begin?

Tester: [Tester Responses]

Body of Session (Stage Three):

Diana: How often do you use the Fitbit App?

Diana (Follow Up Question): Tell me a little bit more of how you spend your time in the Fitbit App Store.

Tester: [Tester Responses]

Diana: Did you know Fitbit has a Fitbit App Gallery that allows you to download clock faces and applications on your Fitbit?

Tester: [Tester Responses] - *Interview will follow script dependent of the YES or NO received to this answer.*

If Participate Answers Yes:

Diana (Follow Up Question): What proportion of that time do you use in the Fitbit App Gallery opposed to the Fitbit App?

Tester: [Tester Responses] - *Interview will follow script dependent of the time spent in Fitbit App Gallery.*

If Participate spends a lot of time:

Diana (Follow Up Question): Tell me a little bit more about why you spend a lot of time in the Fitbit App Gallery?

Tester: [Tester Responses]

If Participate Does not spend much time:

Diana (Follow Up Question): Tell me a little bit more about why you do not spend much time in the Fitbit App Gallery?

Tester: [Tester Responses]

Diana (Follow Up Question): What would you say would need to be added or improved in the Fitbit App Gallery to increase the amount of time you are spending in the application?

Tester: [Tester Responses]

Diana: How long did it take you to discover there is a Fitbit App Gallery to download clock faces and Apps?

Tester: [Tester Responses]

Diana: Have you downloaded anything in the Fitbit App Store?

Tester: [Tester Responses]

Diana (Follow Up Question): What made you want to download something?

Tester: [Tester Responses]

Diana (Follow Up Question): What application would you like to find for your Fitbit and why?

Tester: [Tester Responses]

Diana (Follow Up Question): What app would you like to find for your Fitbit and why?

Tester: [Tester Responses]

Diana (Follow Up Question): Do you think a separate application called 'Fitbit's App Gallery' would be useful to you or improve your overall experience with your Fitbit?

Tester: [Tester Responses]

Diana: Now I just have a few follow up questions about your overall experience. After that we will be complete. This should only take about 5 minutes.

Script continues at Stage Four Cooling Down

If Participate Answers No:

Diana (Follow Up Question): What Application would you want on your Fitbit now that you know there is a Fitbit Gallery within Fitbit's App?

Tester: [Tester Responses]

Diana (Follow Up Question): What Clockface would you want on your Fitbit now that you know there is a Fitbit Gallery within Fitbit's App?

Tester: [Tester Responses]

Diana: Now that you know there is a Fitbit App Store will you consider checking it out? Why or why not?

Tester: [Tester Responses]

Diana: Since you own a Fitbit Versa and did not know Fitbit had a clock face and application App Gallery, what do you think it looks like and is made up of? Feel free to answer this as creatively as your please.

Tester: [Tester Responses]

Cooling Down (Stage Four):

Diana: Thank you (Name). You have successfully completed the hard questions of this interview. Great job.

Tester: [Tester Responses]

Diana: Now I just have a few easy follow up questions about your overall experience. After that we will be complete. This should only take about 5 minutes.

Tester: [Tester Responses]

Diana: How would you rate your overall satisfaction with Fitbit's App Gallery/Fitbit's App Forums?

Tester: [Tester Responses with a number 1-10]

Diana: On a scale from 1-10 (1 being not clear at all, 10 being very clear), how clear are procedures and concepts in Fitbit's App Gallery/Fitbit's App?

Tester: [Tester Responses with a number 1-10]

Diana: On a scale from 0-10 (0 not at all, 10 most definitely), can you see this application helping improve their experience at Fitbit?

Tester: [Tester Responses with a number 0-10]

Wrap Up (Stage Five):

Diana: Great! That is it! Congratulations (name), on successfully completing my Fitbit Gallery interview. I will share my results and video footage with you after it is complete. Enjoy the rest of your day.

Tester: [Tester Responses]