Go Green Market
User Test Plan

Introduction

Thank you for taking the time to test *Go Green Market*! *Go Green Market* presents sustainable companies and restaurants online and locally. Users will be able to find products from businesses with their specific values, such as cruelty-free products, through the filtering system. The same process would be applied to local restaurants. The filtering system will also include pricing and food allergies. The user will see the impact they had from shopping through *Go Green Market* by receiving points and "Green." The Green earned is then donated to an organization from a list which would change each month. The app also provides information on the companies to shop from and the organizations for donating. Finally, there is a personal tracker that includes the items that were bought on the app and other items that the user can manually input. *Go Green Market* will provide a convenient way for users to shop ethically. The participants will go through the app to find sustainable products and restaurants that match their searches and/or filters. They will also donate money earned from buying products on the app and look at their personal tracker. This test should take around 20 to 30 minutes to complete.

The data recoded will remain private. Please note that there will be an audio and video recording for this test session. Do I have your consent to record audio and video in this session?

Participants

The sample size of participants for this test will consist of at least 5 people. The tests will be conducted virtually, and the participants will be sent a link to test out the prototype. The participants would have an interest in sustainability and/or doing so more efficiently.

Task 1:
Add a toothbrush to your cart by searching and using filters.

Steps:
1. In the Home screen, press on the search bar
2. Select the filters
3. Select the option
4. Press "Add to Cart"

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	32s	Y	Pressed Bathroom, Didn't press filters	-
Participant 2	46s	Y	Pressed bathroom and personal care. Also didn't press filters	-
Participant 3	138s	Y	Doesn't press search and chooses wrong toothbrush	-
Participant 4	25s	Y	-	-
Participant 5	90s	Y	Pressed Personal Care and chooses wrong toothbrush	-

Completed (Y/N)	Step 1	Step 2	Step 3	Step 4
Participant 1	X		X	X
Participant 2	X		X	X
Participant 3		X	X	X
Participant 4	X	X	X	X
Participant 5	X		X	X

Easy. Easy. Easy. Easy. Medium

Questions:
-Did you find it difficult to find where the filters needed to be added?
1. (Didn't add filters)
2. (Didn't add filters)
3. Wishes to not have the categories
4. No
5. Yes
-Was it difficult to understand what the colors represented? Even when the badges had the names somewhere on the screen? Do you find it to be more confusing to just have a color system?
1. No, text helps as long as it is always at the top
2. No
3.This participant is color blind so it would need the names and the badges look like the possible colors of the product
4. No
5. No it wasn't difficult to determine the colors

Task 2:
Select the restaurant that matches the filters you chose.

Steps:
1. Go to the "Restaurant" tab
2. Select the filters
3. Select the option available

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	11s	Y	-	-
Participant 2	30s	Y	Pressed a different restaurant	-
Participant 3	23s	Y	-	-
Participant 4	10s	Y	-	-
Participant 5	32s	Y	-	-

Completed (Y/N)	Step 1	Step 2	Step 3
Participant 1	X	X	X
Participant 2	X		X
Participant 3	X	X	X
Participant 4	X	X	X
Participant 5	X	X	X

Easy. Medium. Easy. Easy. Easy

Questions:
-Did you find the restaurant information provided to be very cluttered?
1. No, its nicely spaced out and has necessary information
2. Not too cluttered.
3. Don't like the description of the restaurant. Rather have the names of the badges and the badges moved to the top for consistency.
4. No
5. No
- Do you think there is sufficient information to feel comfortable reserving or ordering from the restaurant in the app?
1. Yes, but would like a menu option
2. Yes
3. Wish there was a phone number and more pictures
4. Yes
5. Yes

Task 3:
Select a liked toothbrush that matches your search and filters.

Steps:
1. Go to the "Liked" tab
2. Press the search bar
3. Select the filters
4. Select the option

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	14s	Y	Didn't use search or filters	-
Participant 2	10s	Y	Didn't use search or filters	-
Participant 3	22s	Y	Didn't use search or filters	-
Participant 4	8s	Y	Didn't use search or filters	-
Participant 5	45s	Y	Went to home. Didn't use search or filters	-

Completed (Y/N)	Step 1	Step 2	Step 3	Step 4
Participant 1	X			X
Participant 2	X			X
Participant 3	X			X
Participant 4	X			X
Participant 5	X			X

Medium. Easy. Medium. Easy. Medium

Questions:
-How do you feel about the information provided on the products in the grid formation?
1. Like that its simple
2. Wish the names were added
3. Not very helpful without categories and pricing. Also need the badges explained
4. Like that its simple
5. It looks fine
-How do you feel about the additional information added to the products page when selected?
1. Like the similar products but confused about the statistics
2. Helps to give more information
3. Would be nice to have how many reviews. Liked the Environmental impact studies
4. Like the environmental impact studies
5. They like the additional information
-Do you think having the liked tab is useful in your shopping experience?
1. Yes, it's convenient
2. Yes, can always go back to a product of interest
3. No

4. Yes
5. Yes

Task 4:
Find a liked restaurant that matches your filters.

Steps:
1. Go to the "Liked" tab
2. Select "Restaurant" on the segmented button
3. Select the filters
4. Select the option

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	6s	Y	-	-
Participant 2	15s	Y	Didn't filter	-
Participant 3	11s	Y	Didn't filter	-
Participant 4	8s	Y	Didn't filter	-
Participant 5	27s	Y	Pressed the wrong restaurant. Didn't filter	-

Completed (Y/N)	Step 1	Step 2	Step 3	Step 4
Participant 1	X	X	X	X
Participant 2	X	X		X
Participant 3	X	X		X
Participant 4	X	X		X
Participant 5	X	X		X

Easy. Easy. Easy. Easy. Easy

Questions:
-Did you find it difficult to find the restaurant section in the liked tab?
1. Easy
2. It was clear
3. No
4. No
5. No
-How do you feel about the additional information added to the restaurant page when selected?
1. Friends liked is great but would like badges to be at top
2. Useful
3. Like comparison and friends. Missing basic information from before. Inconsistency with single plant
4. Like the friends liked and similar restaurants

5. Like the added information with suggestions
-What do you think about the addition of the friends who liked the restaurant section in the liked tab?
1. Would like the friends in the restaurant tab as well
2. It can be helpful to find a place for friends
3. Great addition
4. Likes the friends addition
5. Like that they can see other friends

Task 5:
Donate five "Green" to an organization.

Steps:
1. Go to the "Profile" tab
2. Scroll down to the "Donate To" section
3. Select one of the organizations
4. Press "Donate"
5. Press on the plus to add quantity
6. Press "Enter"

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	19s	Y	-	-
Participant 2	33s	Y	-	Didn't realize it was in profile
Participant 3	30s	Y	Went to home first	-
Participant 4	37s	Y	-	-
Participant 5	43s	Y	Went to the home screen first	-

Completed (Y/N)	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Participant 1	X	X	X	X	X	X
Participant 2	X	X	X	X	X	X
Participant 3	X	X	X	X	X	X
Participant 4	X	X	X	X	X	X
Participant 5	X	X	X	X	X	X

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Questions:
-Did you find the location of the list of originations difficult to find?

1. No
2. No
3. Yes
4. No
5. Didn't know where to go at first
-Do you feel like you have enough information to donate?
1. Yes
2. Didn't feel like enough
3. Would like to know the friends who have donated, reviews of the organization. Also, would be nice to have a website and know how much was already donated. Would also be useful to add in badges here to help filter.
4. Yes
5. Yes
-Do you feel like you contributed more to the communities promoting suitability?
1. Yes since it feels like your putting it towards an good cause
2. Yes
3. Yes, like the liberty of choosing an organization.
4. Yes
5. Yes

Task 6:
Learn more about the unsustainable toothpaste in your personal tracker.

Steps:
1. Go to the "Profile" tab
2. Select the "Personal Tracker"
3. Press "Bathroom"
4. Press "Learn More" on toothpaste

	Time on Task	Success (Y/N)	Errors	Obstacles
Participant 1	10s	Y	-	-
Participant 2	28s	Y	Presses search	-
Participant 3	17s	Y	Presses search	-
Participant 4	22s	Y	Presses search	-
Participant 5	26s	Y	Presses search	-

Completed (Y/N)	Step 1	Step 2	Step 3	Step 4
Participant 1	X	X	X	X
Participant 2	X	X	X	X
Participant 3	X	X	X	X
Participant 4	X	X	X	X

Participant 5	X	X	X	X

Easy. Medium. Medium. Medium. Medium

Questions:
-How do you feel about the sections in your personal tracker? Did you find it confusing to find a product in one of the sections?
1. No
2. No
3. Confusing to have categories
4. No
5. No
-Did you feel like you were being alerted on an unsustainable product in your personal tracker? If so, what gave you that impression? If not, what do you think would grab your attention more?
1. Red is great to alert with contrast, but it would be nice if the alert was also seen when looking at the sections
2. Not really since you have to go through a lot of things to find it
3. Yes, but there needs to be more about why the alert exists
4. Yes
5. Yes, the red was eye catching
-Would you be inclined to add in your current products to get more information on them?
1. Yes
2. Yes
3. No
4. Yes
5. Yes

Overall Concluding Questions:
-Do you think this will make your shopping more efficient? In what ways?
1.Yes, they like the personal tracker since it becomes personalized
2. Not more efficient but more green
3. Yes, the app is doing the research already
4. Yes, the search function is helpful
5. Yes, they would be more informed

-What is your opinion on the blank solid color badges around the product?
1. always have words with the filters
2. Doesn't have an issue
3. The badges need to have words
4. Like the simplicity
5. Yes they like the simple color badges

-Do you feel like you are able to create more change in your daily lifestyle choices through the app? Why?
1.Yes since it lets you know that there are other ways to be sustainable

2. Yes, app will make it easier with research
3. Yes
4. Yes, its convenient.
5. Yes, with easy access to information

Testing Conclusion

Thank you very much for testing out the *Go Green Market* prototype! Your participation has been extremely helpful in creating a better product for the community.