



# User Interview & User Test Outline

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# Author & Stakeholders

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## 1/ Background

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**BRWR** is an app intended to help users track and brew better coffee. Some design work has been taken to address specific pain points of the designer. Now, Research needs to be performed if others share the same or similar pain points.

## 2/ Test Objectives

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- Understand user pain points with coffee brewing apps
- User experience with coffee brewing – specifically “manual brew methods”
- What are users’ experiences with “brew timer apps”
- Users’ experience tracking brew data
- Understand users mental models related to coffee brewing
- Test usability of current **BRWR** prototype

## 3/ Test Subject

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- User’s Real World Experiences
- **BRWR** Prototype

## 4/ Test Methodologies

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- User Interview
- Moderated Usability Test - Task Analysis

## 5/ Participants

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At least 3 participants.

Must be familiar with coffee, but not all be subject matter experts.  
They're people who have tried to make coffee independently.

Participants should be open to technology

## 6/ Recruitment Plan

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I have met a number of people through working in Coffee industry who ask me/ are interested in learning. I also have access to SMEs.

Also, through sharing my Prototypes in DesignLab GroupCrits, other students have asked to be interview candidates.

## 7/ Tasks

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(a.) User Interview

Tasks: User to answer questions they are comfortable/ applicable doing so.

(b.) Task Analysis

Scenario - User is using **BRWR** App for the first time

Task: User to navigate the app to the brewing screen

## 8/ Script Procedure

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### – Introduction –

Thanks for agreeing to help me with this interview today.

The format will be a short interview around your experience brewing coffee, then I'd like to ask you to test an app I'm working on.

First, this isn't testing you, there are no right or wrong answers. What I'm looking for is your real experiences brewing coffee and your real feedback on using the prototype. Truthful answers help me improve my designs and create a better experience. So, please don't worry, you can't hurt my feelings.

Second, I'll be recording this session so I can listen back in my analysis. It also helps me be more present in our discussion.

Last, if you need to stop, for any reason, please let me know.

Is all that alright with you?

### – Begin –

*(Interview + Tasks on following page)– Interview + Questions –*

**1/** Do you or have you ever used an app to make coffee with?

1.1/ Which app did you use?

1.2/ Can you describe how the app works?

1.3/ What was the experience like using that app?

**2/** What coffee gear do you use?

**3/** Why do you use that gear?

**4/** Can you describe to me your coffee making process?

**5/** What gear do you plan to or want to add?

**6/** Why do you want that gear specifically?

**7/** If there was a perfect, magic, app, that could help you make coffee, what do you imagine it would do?

## 9/ Usability Test Procedure

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### – Usability Test –

Now we'll begin our usability test of the prototype. This is still a work in progress so not everything is working. It's meant to give an idea of how it could look.

During this part it's very important for you to explain what you're thinking, out loud. This helps me understand the reasoning behind what you expected to happen, and helps make sure I can make the experience of the app as good as it can be.

Remember, this isn't testing you, so you can't do anything wrong.

Please read out each step, as you think out loud.

### – SCENARIO –

You're a new user trying out **BRWR** app for the first time. This App is supposed to help you with making coffee at home.

### – TASK 1 –

We're going to follow the "get started" process. This task is broken down into a few small steps. We'll pause at each major step.

#### 1.A

Let's create an account

#### 1.B

You have some coffee you'd like to track, how would you go about adding it?

#### 1.C

You have a smart scale, how would you go about connecting it?

#### 1.D

You own a Chemex coffee brewer and want a recipe for that, can you find a Chemex Recipe?

#### 1.E

Let's finish up. How did you feel about the "get started process?"

### – TASK 2 –

Before clicking anything, how do you feel about this page? What do you think you can do?

**– TASK 3 –**

Now let's brew a coffee. From this screen, how would you go about finding the Chemex recipe you want to use?

**– TASK 4 –**

Pause on this page. Before clicking anything, how does this page make you feel?

**– TASK 5 –**

Please proceed with finding the Chemex recipe

**– TASK 6 –**

For this task, you've decided to change the coffee beans you're using for this recipe.

**6.A**

How would you go about doing changing the beans for your recipe?

**6.B**

Before clicking anything, on this screen, how does it make you feel?

**6.C**

what do you think you can do?

**6.D**

Change your beans from Old School to Winter Blend

**6.E**

How would you get back to the recipe page?

**– TASK 7 –**

Once you're ready, how would you continue to begin brewing?

**– TASK 8 –**

This is the final task, broken into 2 parts.

**8.A**

Before clicking anything, how does this screen make you feel?

**8.B**

What would you do next?