

Wegmans

Curbside Delivery App

EVALUATION STUDY MATERIALS

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Participant Checklist (Group A)

Before starting:

- ☐ Ensure that the Moderator, Observer, and Technical Supervisor are on the call.
- ☐ Ensure that the Moderator and Participant can see each others' videos and hear each others' audio.
- ☐ Ensure that the Observer and Technical Supervisor can see and hear the participant's videos and audio.
- ☐ Ensure that the Wegmans App has been downloaded onto the user's device, and the user has logged in.
- ☐ Send the participant the evaluation materials and ensure they can access all the forms easily.
 - ☐ Informed Consent
 - ☐ Background Questionnaire

During the study:

- ☐ Orientation Script
- ☐ Informed Consent
- ☐ Background Questionnaire
- ☐ Think-Aloud Practice
- ☐ **START RECORDING (Let them know when you start)**
- ☐ Scenario Introduction
 - ☐ **Task 1** (Create a List)
 - ☐ **Task 2** (Add items to a List)
 - ☐ **Task 3** (Filter items in the store)
 - ☐ **Task 4** (Delete items from the List)
 - ☐ **Task 5** (Move items from the List to the Cart)
 - ☐ Debrief 1
 - ☐ Short break (set a timer for 5 minutes)
 - ☐ **Task 6** (Notes and Substitutions)
 - ☐ **Task 7** (Add items to the Cart)
 - ☐ **Task 8** (Delete items from the Cart, and select a Pickup Time-slot and Checkout)
 - ☐ **Task 9** (Cancel Checkout)
 - ☐ Debrief 2
 - ☐ Short break (set a timer for 5 minutes)
- ☐ Send the Post-test Questionnaire (Group A)
- ☐ Payment Receipt
- ☐ **STOP RECORDING**

Participant Checklist (Group B)

Before starting:

- ☐ Ensure that the Moderator, Observer, and Technical Supervisor are on the call.
- ☐ Ensure that the Moderator and Participant can see each others' videos and hear each others' audio.
- ☐ Ensure that the Observer and Technical Supervisor can see and hear the participant's videos and audio.
- ☐ Ensure that the Wegmans App has been downloaded onto the user's device, and the user has logged in.
- ☐ Send the participant the evaluation materials and ensure they can access all the forms easily.
 - ☐ Informed Consent
 - ☐ Background Questionnaire

During the study:

- ☐ Orientation Script
- ☐ Informed Consent
- ☐ Background Questionnaire
- ☐ Think-Aloud Practice
- ☐ **START RECORDING (Let them know when you start)**
- ☐ Scenario Introduction
 - ☐ **Task 1** (Create a List)
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 - ☐ Debrief 1
 - ☐ Short break (set a timer for 5 minutes)
 - ☐ **Task 6** (Notes and Substitutions)
 - ☐ **Task 7** (Add items to the Cart)
 - ☐ **Task 8** (Delete items from the Cart, and select a Pickup Time-slot and Checkout)
 - ☐ **Task 9** (Cancel Checkout)
 - ☐ Debrief 2
 - ☐ Short break (set a timer for 5 minutes)
- ☐ Send the Post-test Questionnaire (Group B)
- ☐ Payment Receipt
- ☐ **STOP RECORDING**

Orientation Script

Hello,

Thank you for taking the time to participate in our usability study.

We want you to help us evaluate our application by giving us valuable feedback on your overall user experience. It's really important to know that we are testing only the app, not you. Feel free to share your opinions. You are not right or wrong here. Let us know whenever you feel confused, or you like or dislike anything about the experience. Before we begin, I will give a brief overview of the session. The session will be approximately an hour long. We have divided the session into two sub-sessions. You will be given a break of 5 minutes between both the sessions. We have framed a few tasks for you. For some tasks, we will be expecting you to think-aloud. By think-aloud, I mean, we want you to express your thoughts as often as you can. We will have a think-aloud practice before starting with the tasks, which will give you a better understanding of how it is done.

During the task, if you need a break or feel uncomfortable about anything, then please let us know. If at any point you have questions, please don't hesitate to ask.

Before we start, we will need you to sign a consent form and a non-disclosure agreement.

Do you have any questions so far?

Informed Consent Form

INTRODUCTION

Thank you for volunteering to be part of this research study. In this research study, we are evaluating the Wegmans Curbside Pickup Application while you perform some basic tasks on it.

WHAT IS INVOLVED IN THE STUDY?

This study will take no more than forty-five (45) minutes to complete and comprises two sessions. You will be asked to perform a few sets of tasks within each of these sessions. In order to evaluate this application, these tasks will simulate a real-life scenario as much as possible. You are free to ask any questions or share your opinions to the researchers while performing these tasks. Each session will be followed by a survey questionnaire intended to capture your thoughts and opinions on the application you will be using.

The study will be recorded using video and audio, and notes will be taken to record your opinions and actions. This document states that you agree to be recorded on video and audio while participating in this study. This information, including the video recording, may be used to improve the application. It may also be shared with students for educational purposes. Although it may not appear as such, this is not a test of you or your abilities. We are interested to learn how users of online grocery shopping applications - like you - interact with these applications. All we require is that you use the application and perform the tasks that are assigned to you just the way you would, in your everyday life to buy any product.

The moderator may stop the study or withdraw your participation from the study at any time they judge is in your best interest, without your consent. You can stop participating at any time without any loss of benefits.

RISKS

There is a risk that you may become mentally fatigued during the study. To mitigate that risk, the time for each session has been limited to 10 minutes. You will be given a 5-minute break between the two 10-minute sessions, and you can also request the moderator for additional breaks if needed, between any two tasks.

BENEFITS TO TAKING PART IN THE STUDY?

There are no anticipated direct benefits to you for participating in this study. The study will be used to help inform any changes in the design of the application that may enhance your shopping experience in the future.

CONFIDENTIALITY

Your name will not be used when the data from this study is published. Every effort will be made to keep your research records and other personal information confidential. We will hold your personal information (such as name and phone number) confidential and use it only for data analysis purposes, to link the data to the subject. The only connection between your participation in this study and the study itself will be the signed consent form. You will be assigned a participant number. Only the participant number will be recorded on the test instruments. No personally identifiable information will be recorded on the test instruments nor stored within the software you use today. Participant identities will not be made part of any published findings resulting from this study.

INCENTIVES

At the conclusion of the study session, you will be given a \$25 Wegmans gift card.

YOUR RIGHTS AS A RESEARCH PARTICIPANT

Participation in this study is voluntary. You have the right not to participate at all or to leave the study at any time. Deciding not to participate or choosing to leave the study will not result in any penalty or loss of benefits to which you are entitled.

CONTACT

If you have any questions about the study or the procedures, you may contact the researcher, _____ at _____ or via e-mail at _____.

Consent of Subject (or Legally Authorized Representative):

Signature of Subject or Representative _____ Date _____

Upon signing, the subject or the legally authorized representative will receive a copy of this form, and the original will be held in the subject's research record.

Background Questionnaire

1. Your age is
 - ☐ Between 16 - 20
 - ☐ Between 21 - 25
 - ☐ Between 26 - 30
 - ☐ Between 31 - 35
 - ☐ Older than 35

2. What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Prefer not to disclose
 - ☐ Other

3. What type of mobile device do you own?

4. Do you shop for groceries and daily products online? How often?
 - ☐ Never
 - ☐ Yes, 1-3 times a month
 - ☐ Yes, 3-6 times a month

5. Which mobile applications have you used to shop for groceries? (Select all that apply)
 - ☐ Walmart
 - ☐ Target
 - ☐ PriceRite
 - ☐ Instacart
 - ☐ Wegmans
 - ☐ None
 - ☐ Other

6. Have you ordered groceries for home/doorstep delivery?
 - ☐ Yes
 - ☐ No

7. Have you ordered groceries for drive-through/pickup?
 - ☐ Yes
 - ☐ No

8. How often do you opt for drive-through or pickup? (Only if you answered "Yes" for Question 7)

- ☐ Once in 2 or more months
- ☐ 1-3 times a month
- ☐ 3-6 times a month
- ☐ Other

9. Which apps do you prefer for drive-through/pickup of groceries? (Only if you answered "Yes" for Question 7) (Select all that apply)

- ☐ Walmart
- ☐ Target
- ☐ PriceRite
- ☐ Instacart
- ☐ Wegmans
- ☐ Other

10. Are there any other ways you use mobile grocery shopping applications?

Think Aloud Practice

When to do it?

- After background questionnaire
- **Before the first task**

How to do it?

- **Introduce to participants** how to do it
 - “As you use the prototype, I'm going to ask you to think out loud: to *say what you're looking at, what you're trying to do, and what you're thinking*. This will be a big help to us.”
 - “Don't worry about hurting our feelings. We're doing this to improve the application, so we need to hear your honest reactions.”
- Practice with participants
 - **Set up a scenario (but not using our tasks)** to demonstrate how to do it, e.g.:
 - “*Imagine you're standing outside your car. Walk me through how you would go about getting in and starting your car right.*”
 - “*I'll demonstrate it to you, and you can do it as I did.*”
 - “I'm standing outside my car, I have a keyless entry, so its proximity. I don't have to worry about unlocking it, so I just walk up to it, press the button on the handle. I open up the handle.”
 - “I get in, I sit down, and I close the door, and then I look for the push button. But before I start the car I gotta put my foot on the brake”
- **Remind the participants if they become quite** during the tests
 - “Can you tell me what you are looking at/thinking about now?”
 - If some participants are not good at it, just don't bother and let them do the test.

Post Test Questionnaire (Group A)

Section A:

Please tell us how much you agree with the following statements (based on the tasks you just performed).

1. It is easy to discover shopping lists.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
2. It is easy to create lists.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
3. It is easy to add items to the list
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
4. It is easy to delete multiple lists.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
5. It is quick to add items in the list to the cart.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree

6. It is easy to filter out items from the cart.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
7. It is easy to add special notes and substitutions.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree

Section B:

Please tell us how much you agree with the following statements (based on the usefulness of the Wegmans Curbside App).

1. It helps me shop more efficiently
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
2. It helps me be more productive
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
3. It is useful for shopping
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

4. It gives me more control over the shopping activities in my life
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
5. It makes shopping easier to get done
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
6. It saves me time when I use it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
7. It meets my expectations from an online grocery shopping application
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

Section C:

Please tell us how much you agree with the following statements based on the ease of use of the Wegmans Curbside App.

1. It is easy to use
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

2. It is simple to use
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
3. It is user friendly
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
4. It requires the fewest steps possible to accomplish what I want to do with it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
5. Using it is effortless
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
6. I can use it without written instructions
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
7. I did not experience any inconsistencies as I use it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

8. Both occasional and regular users would like it

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

9. I can recover from mistakes quickly and easily

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

10. I can use it successfully every time

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Section D:

Please tell us how much you agree with the following statements based on the satisfaction of Wegmans Curbside?

1. I am satisfied with it

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

2. I will recommend it to a friend

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

3. It works the way I want it to work
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
4. I feel like I need to have it
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree
5. It is pleasant to use
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neither agree nor disagree
 - d. Somewhat agree
 - e. Strongly agree

Post Test Questionnaire (Group B)

Section A:

Please tell us how much you agree with the following statements (based on the tasks you just performed).

1. It is easy to discover shopping lists.
 - ☐ Strongly disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree
2. It is easy to create lists.
 - ☐ Strongly disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree
3. It is easy to add items to the list
 - ☐ Strongly disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree
4. It is easy to delete multiple lists.
 - ☐ Strongly disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree
5. It is quick to add items in the list to the cart.
 - ☐ Strongly disagree
 - ☐ Somewhat disagree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat agree
 - ☐ Strongly agree

6. It is easy to filter out items from the cart.
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
7. It is easy to add special notes and substitutions.
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

Section B:

Please tell us how much you agree with the following statements (based on the usefulness of the Wegmans Curbside App).

1. It helps me shop more efficiently
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
2. It helps me be more productive
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
3. It is useful for shopping
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

4. It gives me more control over the shopping activities in my life
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
5. It makes shopping easier to get done
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
6. It saves me time when I use it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
7. It meets my expectations from an online grocery shopping application
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

Section C:

Please tell us how much you agree with the following statements based on the ease of use of the Wegmans Curbside App.

1. It is easy to use
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

2. It is simple to use
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
3. It is user friendly
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
4. It requires the fewest steps possible to accomplish what I want to do with it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
5. Using it is effortless
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
6. I can use it without written instructions
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
7. I did not experience any inconsistencies as I use it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

8. Both occasional and regular users would like it

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

9. I can recover from mistakes quickly and easily

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

10. I can use it successfully every time

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Section D:

Please tell us how much you agree with the following statements based on the ease of learning how to use the Wegmans Curbside App? **(For Group B)**

1. I learned to use it quickly

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

2. I easily remember how to use it

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

3. It is easy to learn to use it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
4. I quickly become skillful with it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

Section E:

Please tell us how much you agree with the following statements based on the satisfaction of Wegmans Curbside?

1. I am satisfied with it
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
2. I will recommend it to a friend
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
3. It works the way I want it to work
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

4. I feel like I need to have it
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
5. It is pleasant to use
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

Debriefing

SESSION 1 - LIST TASKS

DURING THE LIST TASKS :

Notes Section

- A. Note any specific questions here about participant actions, motivations, etc.
- B. Look over the questionnaires. Anything to follow up on? Any discrepancies between behavior and questionnaire answers?
- C. Note the questions asked by the participants during the tasks.

AFTER THE LIST TASKS:

- 1. So, How did that go?
- 2. Did you face any particular difficulties while completing the tasks?
- 3. What was your experience completing the tasks? (Incase a prompt is needed)
- 4. Ask any follow-up question on a particular task or observation.(Refer A and B if needed)

SESSION 2 - CART TASKS

DURING THE CART TASKS :

Notes Section

- A. Note any specific questions here about participant actions, motivations, etc.

- B. Look over the questionnaires. Anything to follow up on? Any discrepancies between behavior and questionnaire answers?

- C. Note the questions asked by the participants during the tasks.

AFTER THE CART TASKS:

- 1. So, How did that go?

- 2. Did you face any particular difficulties while completing the tasks?

- 3. What was your experience completing the tasks? (Incase a prompt is needed)

- 4. Ask any follow-up question on a particular task or observation. (Refer A and B if needed)

END OF ALL TASKS

Participant Questions

Do you have any questions for me?

Thank You

Well, we are all set to wrap up!

Thanks so much for taking part in the study. We appreciate it, and so do Wegmans. The data collected from you and other participants will be anonymous, and we will share it with Wegmans once our data collection is complete.

The purpose of the study was to establish the following:

1. Identify potential usability issues within the Wegmans mobile application, specifically the curbside pickup section.
2. Test specific interfaces and common features within the application.
3. Gather user preferences and suggestions about existing features.

This will help Wegmans improve the design of the application and improve the overall user experience.

Please remember not to discuss this study with others and to maintain confidentiality! All of your data will be kept anonymous.

Any other questions? You may also drop an email to us if anything else comes up.

Thank You!

Scenario Introduction

Imagine that your sister is going to graduate from college next month. Your family is planning a graduation party on May 20th for your sister, and you are in charge of getting all the party supplies.

Tasks

Task 1:

Since the commencement is still a month from now, you want to save the items you need on the Wegmans App as you think of them. Let's say that "chocolate brownies" come to your mind. Please let me know when you are done. (Create the list)

Task 2:

Here is a post-it note of items you need for the party which your mom gave you {item list}. You have to make sure that you do not forget these by the end of the month. Please let me know when you are done. (Add items to list)

Wegmans Cola 2 liter *1
Solo Plastic Cups 50 ct. *1

Task 3:

One of your sister's friends does not eat gluten products. Your chocolate brownie contains gluten. Please let me know when you are done. (Filter items)

Task 4:

You just had a chat with your sister. She mentioned to you that she does not like cola. Please let me know when you are done. (Delete Items from the list)

Task 5:

Yay! It's time to pick up the items for your sister's party. Please let me know when you are done. (Move items from list to cart)

Debrief 1

Break of 5 minutes

Task 6:

Your sister is very picky about the brownie, she would like it to be as fresh as possible. Make sure your shopper knows your preference. Please let me know when you are done. (Notes and substitution)

Task 7:

When you are checking your pantry for items that would be helpful for the party, you noticed that you are running low on some kitchen staples. Here is a list of items. Please let me know when you are done. (Add items to cart)

Wegmans 16 ounce Pasta X 10 (any kind)

Wegmans Organic White Jasmine Rice 32 ounce X 2

Cheerios Cereal 12 ounce X1

Task 8:

You just realized that you do not need cereal for the next two weeks. You decide to continue with the remaining products that you need to pick up as soon as possible because you need them to cook dinner tonight. The Pittsford Wegmans is the closest Wegmans to you. Please let me know when you are done. (Delete items from the cart, and select a pick up time slot and checkout)

Task 9:

Your mother calls you. She is asking you to wait for her and has just told you that she already has the items mentioned in the list above and is going to bring them to your place soon. Please let me know when you are done. (Cancel checkout)

Team roles

For this study, team members will rotate through roles. All personnel will keep their audio and video switched off, except for the moderator.

Moderator: The moderator will be visible to the participant at all times, guiding the participant during the whole evaluation. They will greet the participant and explain the purpose of the study and may assist them with any pre-evaluation support. They will also discuss the consent form and non-disclosure agreement with the participant, conduct all questionnaires, and ask any additional questions (as they come up) to better understand a participant's comments or actions during or after a task. If necessary, the moderator may intervene during a task in order to help the participant. Finally, the moderator will debrief the participant and make any closing statements.

In the absence of the technical supervisor, they will also assist the participant with any technical issues independently.

Observer(s): The observer(s) will take note of anything interesting that occurs, keep tracks of the participants' facial reactions and comments, and assign timestamps to all of the above, for ease of reference in future analyses of the recordings. They will remain in contact with the moderator via direct messaging.

In the absence of the technical supervisor, they will also control the recording and set-up of the session.

Technical Supervisor: The technical supervisor will be in charge of the set-up, recording, and any other Zoom/Google Meet related technical support. They will ensure the smooth working of the test, and work to minimize the disruptions caused by the expected awkwardness of conducting the evaluation remotely. They will remain in communication with the moderator via direct messaging.

Compensation Receipt Form

Thank you for your participation!

By entering your name below, you acknowledge that you have participated in the Wegmans Curbside Pickup Usability Evaluation Study and have received a \$25 Wegmans Gift Card as compensation. You will receive a copy of your response to this form via email.

Name : _____

Date : _____