

TEST PROCESS

Before the study

Participant recruitment process:

Due to the COVID – 19 quarantine norms, we had limited access to the participant pool. Thus, we sent out *Screener* to recruit potential participants who represented the target users of the application. Screener is a questionnaire to screen and filter people based on the inclusion criteria as given below-

- Must have a laptop and a mobile to be used simultaneously during the study.
- Must be familiar with one conferencing tool.
- For group A – Must have used either the Wegmans mobile application/website or the Wegmans Curbside Pickup feature within the application *at least once*.
- For group B – Must have experience with online grocery shopping *at least once*.

Each of the survey responses was carefully reviewed by the UE team and those who satisfied the inclusion criteria was contacted via email to schedule the usability evaluation session.

We thus recruited 6 participants, 2 for each group and 2 backup participants, each representing the two groups.

Setup before the test:

The usability evaluation took place on an online platform called Zoom. Selected participants who had no experience with either the Wegmans mobile application or the curbside pickup, were asked to download the application on their phone before the scheduled time of the meeting. Similarly, we also confirmed that the participants who have some experience or are regular users of the Wegmans curbside application, have the application installed before the evaluation process commenced. A day before the test, moderator sent a reminder email to the participant to confirm the availability.

Pre-session setup:

Just before the study, the video and audio quality of the communication platform was checked. Moderator ensured that all the members – technical supervisor and the two observers were logged in into the zoom session 15 minutes before participant joins the session. Technical supervisor sent all the test materials to the participant via email, 5 minutes before the study commenced.

During the study

Participants logged in to Zoom on two devices for the study - their laptop and smartphone. Only the moderator and the participant turned on their laptop's camera for the entirety of the evaluation, which was used to observe participant reactions. The participant presented their phone screen which enabled us to observe their interactions as they navigated the application

Step 1: Check the connection. Moderator filled the participant checklist. Ensured that the participant is comfortable, and their doubts related to the study are cleared.

Step 2: Moderator read the orientation script.

Step 3: Read important points from the consent form and asked the participant to spend few minutes to carefully read the consent form and the non-disclosure agreement before signing them.

Step 4: After the participant sent the signed consent form and gave a confirmation, moderator asked him or her to fill a background questionnaire.

Step 5: Participant practiced *Think Aloud* with moderator.

Step 6: When participant was ready, technical supervisor started recording the session.

Step 7: Moderator asked the participant to open the Wegmans application and share their mobile screen via Zoom. Participant was also asked to enable the option of visually showing the screen taps on their phone to track their tap patterns as they interact with the application.

Step 8: Moderator then asked the participant to open the task scenarios document within the set of test materials sent to them by the technical supervisor before the test on their laptop.

This document had the detailed description of tasks to be performed by the participants during the study.

Before the start of every task, moderator gave a brief introduction of the task to be performed. Participant was free to take as many breaks as possible after tasks, and a 10 minutes break was scheduled between two sets of tasks. Recording was paused during the break. For the think aloud session, the moderator asked questions if necessary while the participants performed the tasks. During this time, if the technical supervisor or the observers had any time-sensitive question for the participant, she or he can contact the moderator through the messaging app.

After the study

After the completion of given tasks, moderator asked participant few questions regarding the tasks as well as some general feedback. Participants were then asked to fill a post-test questionnaire to summarize their experience regarding few aspects of the Wegmans mobile application.

Moderator then wrapped up the study by thanking the participant, explaining the purpose of the study and compensated them with a \$25 Wegmans gift card.