

User testing for Spotawheel Go

SCRIPT

Intro to the user

First of all I'd like to thank you for your time. This research will last approximately 45 min. I will show you some new designs for our website and I would like you to let me know what you think.

There are no right or wrong thoughts, I am just looking for your honest feedback. We will use the things you say as it will help us improve our design.

The technical aspect of this prototype is not perfect - it's not a final version and therefore not fully functional - and it's for testing purposes.

Also I would like to ask you whether you will give us your express permission for us to record this session. The recording will help us in the analysis.

Spotawheel is a company that sells used cars. We have recently created some new designs for our website and we'd like to hear what you think. I will show you some designs and ask you to do some tasks. What I need from you is to speak loudly your thoughts while you try to accomplish the tasks. We need honest feedback either is positive or negative because it will help us improve so please share your sincere thoughts.

TASK SCENARIOS FOR USERS

Task 1

[Figma Link](#)

Action: User sees Spotawheel GO landing page

Task: Imagine you are interested in leasing a car vs buying it. Does this page provide all information you need to know?

QUESTIONS

- What do you think about this page? What do you understand with regards to the information you see?
- What are the products Spotawheel offers?
- Could you please tell me the difference between buying a car and subscribing to a car based on the information you've seen?

- In your opinion what does Monthly Subscription mean in this case for you?
- From what you've seen, how do you think Spotawheel Go works? What do you think about the process?
- What do you understand about "Flex" in the context of this page? What do you think it does?
- What about "Fixed"? What do you think it does or means?
- Could you tell me, in your own words, what the difference between Flex and Fixed are?
- What do you imagine will happen after you click 'Browse all cars'?
- Are there any tips or advice for us here?
- What stands out on this page for you and why?

Task 2

[Figma Link](#)

Action: User sees Spotawheel Homepage

Task: Imagine you would like to subscribe to a 2015 Toyota Yaris Hybrid. Could you walk me through on how you would do that?

Task 3

[Figma Link](#)

Action: User sees Listing page and then Car Page

Task: Imagine you would like to **subscribe for one month only**, to a 2015 Toyota Yaris Hybrid. Could you please let me know how you would do this?

QUESTIONS (Listing page)

- What do you understand about this page?
- What does 'Subscribe' mean to you?
- Do you understand the difference between 'Buy' and 'Subscribe'?
- Do you understand what this toggle is for?
- How would you go and find a 2020 Volkswagen Polo?
- Could you show me where you would go to look for a car you are interested in? (If the user is successful, pause here to tell them we're now going to focus on this page for a little bit)
- What filters would you choose?
- How do you think the filtering system works ? (Before they use it. So that we can see if they have a surprised look after using the filter, if it doesn't work as they imagine it does. Expectation vs Reality)

QUESTIONS (Car page)

- Tell me what goes through your mind when you see this page? Could you voice your thoughts while going through it?
- Do you understand the difference between Flex and Fixed?
- Could you describe to me in your own words what Flex is and what Fixed is?
- Could you tell me what are the differences between buying a car or choosing to subscribe to a car?
- Which subscription type would you choose? Flex or Fixed? Why?
- While looking at the options on this page, where would you go to find more information about this plan?
- If you click continue what do you think it happens? What do you expect to happen?
- What do you think about this page? Are there any tips or advice for us here? Would you change something?

V2 of Car page

- Do you understand the difference between Flex and 36 months, 48 months? What is it?
- Could you describe to me in your own words what Flex is and what 36 months and 48 months?
- I want you to describe to me how you choose one of the subscription types. Walk me through your thinking (criteria, info you seek etc.)
- Which subscription type would you choose? Why?
- What do you think is the main benefit of each type of subscription?

Task 4

Figma Link

Action: User sees Listing page

Task: Imagine you would like to **subscribe for a period of 2 years** to a 2015 Toyota Yaris Hybrid. Could you please let me know how you would do this?

FOLLOW UP QUESTIONS

1. Why do you feel that someone should choose to lease instead of buy a car?
2. Have you ever leased a car before? If so, what were you looking for? Was it a specific model or something else?
3. Could you describe to me the last time you searched for a car to rent?
4. What was the most crucial pain point / obstacle you experienced when you searched for leasing a car / (or during using one) ?