

User testing discussion guide

Before the test

- Ensure the participant has access to your prototype. Send them an email with a link and ask them to wait to open the link until instructed to do so.
- Ensure you and the participant are in the same room, and that you are prepared to take (written or digital) notes of their answers.

Introduction

1. Moderator: Hello. Thank you for your time. In this test, we'll be asking you for your feedback on how things are presented and described. What you'll see today is a prototype, so functionality will be limited. I will be taking notes for reference later on.

2. Start by imagining you are on your laptop or desktop computer and you're visiting the Denver Zoo's website. You are planning to visit the zoo and you'd like to purchase tickets online.

Tasks

1. Please open the link to the prototype that was sent to you via email.

Homepage

1. Moderator: Spend a minute reviewing the homepage. Think aloud as you review it.

(Participant: verbal response)

- Notes: So the first thing I see is a menu and the different categories like education animals etc, the next thing I see is option to plan my itenery so that I can book tickets for a particular time for particular visitors including categorization for children, adults and infants then I see a list of upcoming event with the option to either lear more about them or buy tickets then isee the daily schedule of the denver zoo for the day and finally I see the option to become the member of the zoo and finally I can see the option to ocontact denver zoo and I see their social media and I see their sponsors tied up with the denver zoo

2. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: I think this page is communicating the information I need while visitng the zoo and if I do plan to visit it the different functionality on this page gives me option to plan my my itenery as such

3. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: one thing that cinfuses me if I click on the one of the items onschedule is that where are these activities taking place

4. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: I don't see the location of the zoo present on the homepage it might be present somewhere but I don't see it upfront and I don't see the open and close time of the zoo
5. Moderator: What do you expect to happen if you click on Search Tickets? (Participant: verbal response)
 - Moderator notes: so from the filters that I provided here like from to etc, I hope to get options of different options of tickets matching my filters
6. Moderator: Click on the link to Contact Us page.

Your additional page – Contact Us

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes: I think this page takes me to contact the denver zoo for any suggestions or comments and I get to select the category of my query and once I select the topic and I can type the message and send it , and I also get the contact info of the denver zoo along with phone email and the exact location on google maps finally I get option to file a claim if I lost something during my denveer zoo visit
2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)
 - Moderator notes: I think everything is clear
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: nothing is missing on this page

Purchase a ticket flow – Search Tickets

[Note for moderators: Copy the below steps for **each** screen in your “purchase a ticket” flow. I've included them for your first 3 screens **only**].

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes: its just giving me info about the tickets like general admission like different days like I added in filters and it allows me to book tickets based on my preference like morning, afternoon and it also gives me an option to buy the tickets as selected from this page
2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)
 - Notes: if the tickets are not available for a particular date that information is not shown here, like a sold out for this date section.
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: The breakdown of the prices for adult child and infant is not present on this page
4. Moderator: Click on “Buy now”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: for the ticket timing that I selected I moved on to the page where I can add different type of amenities to the ticket like scooter, wheel chair and tour packages.

6. Moderator: What do you expect to happen if you click on “Pay Now”? (Participant: verbal response)

- Notes: I think it should get me to a page where it will ask me to pay and how I can collect my tickets

7. Moderator: Click on “Pay Now”

Purchase a ticket flow - Login

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: when I clicked on pay now it got me to a page where I have to enter the login creds I have with denver zoo or continue as guest with just an email address to get my tickets

2. What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: I don't see anything confusing here right now

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: I think if I select continue as guest it could be mentioned that I will get my tickets to the email address

4. Moderator: Click on after filling in the field “Continue as Guest”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: When I clicked on continue as guest I got option to fill the details with apple pay, credit card or paypal

6. Moderator: What do you expect to happen if you click “Pay Now” (Participant: verbal response)

- Notes: When I click on pay now if I have all the details mentioned of payment it should get me the tickets and the transaction should happen successfully

7. Moderator: Click on “Pay now”

Purchase a ticket flow – Order Review Page

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: This page is giving me or asking me to review the filters and addons which I selected on the very first page at the starting of the process and it also gives me info about what all I can do with the general tickets

2. What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: The delivery method says email and print even if I dint specify those option for example I mgiht get confused if I don't have a printer at home

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: I think the same as I mentioned earlier like the price breakdown for child adult and infant and there was no option to fill in deetail for name and address

4. Moderator: Click on “Complete Purchase”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: I got a green tick agaist ticket purchase I also got info about the payment type and the card number that I used and I got a QR code which I assume I can scan at the denver zoo to get me in easily

6. Moderator: What do you expect to happen if you click on “Print Tickets”? (Participant: verbal response)

- Notes: I think a popup would open and it will be a prompt for me to print the page

[Paste additional ticketing flow steps here]

[Wrap up]

1. Moderator: Is there anything else you'd like to share about the experience that you haven't been able to yet?

Notes: I think the experience was pretty smooth

2. Moderator: You can close the prototype. Thank you for your time, we appreciate your feedback.

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2. Start by imagining you are on your laptop or desktop computer and you're visiting the Denver Zoo's website. You are planning to visit the zoo and you'd like to purchase tickets online.

Tasks

1. Please open the link to the prototype that was sent to you via email.

Homepage

1. Moderator: Spend a minute reviewing the homepage. Think aloud as you review it.

(Participant: verbal response)

- Notes:

Participant 3 - The first thing which caught my attention was the new one at the zoo then I was drawn to the upcoming events in particular I was interested in the zoo festival then I checked the daily schedule to see if something was interesting finally I wanted to know how our visit to the zoo how wildlife conservation in Colorado

2. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes:

Participant 3 - The page is showing off the different attractions in the zoo such as the new animals upcoming events etc. so that people will buy tickets to the Denver Zoo

3. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)

- Notes:

Participant 3 - the general corporate community and Ebit/SNAP was confusing

4. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: nothing in particular, I did not find anything missing

5. Moderator: What do you expect to happen if you click on Search Tickets? (Participant: verbal response)

- Moderator notes: what I expect is that it will search all the available tickets in the time period that I selected and then it will filter out tickets in the time frame and it will give me all the tickets for different events in the three days

6. Moderator: Click on the link to Contact Us page.

Your additional page – Contact Us

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: This page is showing the different option customer or any person can use to contact the zoo for various purposes these purposes are shows as select subject tab, I think its mainly for asking zoo any time of questions

2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)

- Moderator notes: There is nothing confusing here

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: Nothing missing here

Purchase a ticket flow – Search Tickets

[Note for moderators: Copy the below steps for **each** screen in your “purchase a ticket” flow. I’ve included them for your first 3 screens **only**].

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: first it is showing the different tickets which are available from the available time that I selected and providing me a link to buy these tickets

2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: one thing is im not understanding how many hours or how much time we can spend at the zoo based on seeing my ticket

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: How many hours I can spend at the zoo

4. Moderator: Click on “Buy now”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: when I clicked on buy now I was offered add ons which I might need along with my tickets

6. Moderator: What do you expect to happen if you click on? (Participant: verbal response)

- Notes: on click of pay now I think I will be redirected to payment page

7. Moderator: Click on “Pay Now”

Purchase a ticket flow - Login

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: I think that since I have not logged in its asking me to login and its also giving me option to continue as guest

2. What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: nothing is confusing here

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: Nothing

4. Moderator: Click on after filling in the field “Continue as Guest”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: I think I was given option to choose any payment gateway like paypal, apple pay and credit card

6. Moderator: What do you expect to happen if you click “Pay Now” (Participant: verbal response)

- Notes:

I think I will be asked or get a confirmation if I want the tickets along with my receipt to show what all items I have

7. Moderator: Click on “Pay now”

Purchase a ticket flow – Order Review Page

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: its showing me a review of all the items that I am buying including tickets and additional items

2. What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: Nothing here

3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: Nothing here

4. Moderator: Click on “Complete Purchase”

5. Moderator: In your own words, describe what just happened. (Participant: verbal response)

- Notes: My tickets to the zoo were purchased and receipt was generated

6. Moderator: What do you expect to happen if you click on “Print Tickets”? (Participant: verbal response)

- Notes: It will either prompt me print or download my tickets

[Paste additional ticketing flow steps here]

[Wrap up]

1. Moderator: Is there anything else you'd like to share about the experience that you haven't been able to yet?

Notes: Nothing

2. Moderator: You can close the prototype. Thank you for your time, we appreciate your feedback.

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1. Please open the link to the prototype that was sent to you via email.

Homepage

1. Moderator: Spend a minute reviewing the homepage. Think aloud as you review it.

(Participant: verbal response)

- Notes: First thing im looking for tickets section and then trying to find the location of the denver zoo and then flock party grabs my attention , the daily schedule is really helpful

2. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)

- Notes: this is communicating wildlife and second is the membership and the most interesting thing which caught my attention

3. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)

- Notes: The font is too small for the description of event

4. Moderator: What information, if any, is missing from this page? (Participant: verbal response)

- Notes: only the location of the denver zoo

5. Moderator: What do you expect to happen if you click on Search Tickets? (Participant: verbal response)

- Moderator notes: I think it will open a schedule and where I can select a slot of time and it will show estimated price for this period.

6. Moderator: Click on the link to Contact Us page.

Your additional page – Contact Us

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes: I think the page is communicating different ways to connect and the support help and different item lost complain
2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)
 - Moderator notes – Too many subjects – could be. A dropdown
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: Nothing

Purchase a ticket flow – Search Tickets

[Note for moderators: Copy the below steps for **each** screen in your “purchase a ticket” flow. I’ve included them for your first 3 screens **only**].

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes First thing I can see is date and time I can also see total visitors and breakdown and displays time and date and it shows the available tickets and timings
2. Moderator: What, if anything is unclear or confusing? (Participant: verbal response)
 - Notes The dates were not focused and I did not notice it
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: No there is nothing
4. Moderator: Click on “Buy now”
5. Moderator: In your own words, describe what just happened. (Participant: verbal response)
 - Notes: I think it shows add ons or food and other amenities for other people
6. Moderator: What do you expect to happen if you click on “Pay Now”? (Participant: verbal response)
 - Notes: I think it will take me to a secure transaction page where I can proceed to pay
7. Moderator: Click on “Pay Now”

Purchase a ticket flow - Login

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes: it is communicating for us to create an account or I can also continue as a guest
2. What, if anything is unclear or confusing? (Participant: verbal response)
 - Notes: Nothing is confusing
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: Nothing is missing

4. Moderator: Click on after filling in the field “Continue as Guest”
5. Moderator: In your own words, describe what just happened. (Participant: verbal response)
 - Notes: I think it took me one step further to complete my purchase
6. Moderator: What do you expect to happen if you click “Pay Now” (Participant: verbal response)
 - Notes: I think the transaction is confirmed and ill get a confirmation ticket with the summary of the ticket
7. Moderator: Click on “Pay now”

Purchase a ticket flow – Order Review Page

1. Moderator: In your own words, describe what this page is communicating. (Participant: verbal response)
 - Notes: it is giving a review and the ddelivery method and the extra items and the pricing details
2. What, if anything is unclear or confusing? (Participant: verbal response)
 - Notes: The avoid cancellation text is confusing
3. Moderator: What information, if any, is missing from this page? (Participant: verbal response)
 - Notes: No
4. Moderator: Click on “Complete Purchase”
5. Moderator:
6. Moderator: What do you expect to happen if you click on “Print Tickets”? (Participant: verbal response)
 - Notes: I think we will get a PDf with ticket overview

[Paste additional ticketing flow steps here]

[Wrap up]

1. Moderator: Is there anything else you’d like to share about the experience that you haven’t been able to yet?

Notes: Nothing

2. Moderator: You can close the prototype. Thank you for your time, we appreciate your feedback.