

MODERATOR'S GUIDE

THE WEATHER CHANNEL USABILITY TEST

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Informed Consent Form

You are being asked to participate in a usability test on The Weather Channel mobile application. The purpose of this study is to evaluate the user experience and usability of The Weather Channel mobile application. You will be given a test phone with the application loaded and asked to complete a set of tasks. You may be videotaped for research purposes. The research will take approximately 30 minutes.

All information will remain strictly confidential. Your name will not be associated or reported with data or findings from this study. Participation in this study is voluntary. You can withdraw your consent and stop participation at any time. There are no risks involved in participating in this study and no benefits.

If you have questions: Please contact _____ (moderator) at _____ (email)

Statement of Consent: I have read the above information, and have received answers to any questions I asked. I consent to take part in the study.

Your Signature _____ Date _____

Your Name (printed) _____

In addition to agreeing to participate, I also consent to having the interview tape-recorded.

Your Signature _____

Date _____

Signature of person obtaining consent _____

Date _____

Printed name of person obtaining consent _____

Date _____

This consent form will be kept by the researcher for at least three years beyond the end of the study and was approved by the IRB on _____].

Introduction

Thank you for participating in this usability study. We are students at De Paul University doing a usability study on The Weather Channel mobile application. Our goal with this study is to see how easy or difficult you find the application to use. I will be observing your actions and reactions and taking notes during the study. During the session, I will not be able to provide any assistance or make suggestions. We will be giving you tasks to complete using the application, however keep in mind that you are not being tested so don't worry about making mistakes. I will not move on to next task until you tell me that you are done with the previous one. For each task, please rate it between 1 and 5, where 1 represents the task was very difficult to accomplish, and 5 represents the task was very easy to accomplish. As you use the application, do so as you would do at home or in the office. If you have any questions at any time, feel free to stop me and ask.

Warm-Up Questions

Participant Screener

1. What is your age? **(If below 23, or over 35 , terminate)**
2. What type of phone do you use? **(If not an android phone, terminate)**
3. How long have you had a smart phone? **(If less than 1 month, terminate)**
4. Have you gone to college? **(If not, terminate)**
5. Do you, or anyone in your home, work in a field that would disqualify you from participating? If so, what field? **Terminate if respondent is employed by any of the following:**
 - Mobile Retailers(Sprint, AT&T, Verizon, T Mobile, Best Buy, etc.)
 - Media (newspaper, magazine, news)
 - Meteorologist
 - User Research Company
 - Application Developers
6. Please list 3 apps that you have used in the last month **(Terminate if the respondent has difficulty naming 3)**
7. Do you try to keep up on the weather day to day?
(Terminate if user does not appear to care about monitoring weather.)
8. Do you have or have you used The Weather Channel app? **(Terminate if answer is yes)**

Warm-Up Questions

1. Tell me about how you check the weather
 - Are there specific sites that you use?
 - If so, why do you use those sites?
2. Is there anything that frustrates you about your current method of checking the weather?
3. How often do you check the weather?
4. What kind of information would you expect to get from a weather mobile app?
5. What information would you like to see when you check the weather?
6. **Show the app to the participant and let them explore for a minute:** What is your first impression of the application?

Tasks

The objectives of this exercise are to evaluate the usability of the Weather Channel mobile application, and to learn what works well, and what needs improvement. The tasks are grouped in 3 categories: basic weather and location setting, iWitness account creation, and pollen alerts setup.

Basic Weather and Location Setting:

1. You are planning on going out tonight, what would you do on the application to decide what to wear for the evening?
2. You want to know what you should wear to work for the next few days, what would you do on the application in order to do that?
3. You are planning a trip to New York City. Use the application to check if you should pack a jacket with you.

iWitness Account Creation:

4. The Weather Channel mobile app allows users to set up a Witness Weather account, to view content that other users have uploaded about weather in the area. Create your own Witness Weather account in the app and check what local people have added.
5. Explore the Witness Weather screens. Are there any elements in this Witness Weather portion of the app that you find useful?

Pollen Alerts Setup

6. The Weather Channel mobile app also allows users to set up pollen alerts, where the app will send them a notification when pollen levels go above a certain amount. Set up a pollen alert in the app.
7. Explore the pollen alert setup screens. What do you think of the layout?
8. Turn off the pollen alert notification in the app.

Wrap-Up Questions

1. What is your overall impression of the application?
2. What do you like best about the application?
3. What do you like the least about it?
4. What would you do to improve the application?
5. Do you feel there is anything missing?
6. Do you have any other comments or suggestions?