Walmart.ca

Scan & Go

Interview Guide

May 5, 2017
V3

Pre-Test Phone Checklist

Introduction

Thank you so much for your time today. My name is _____ and this is my colleague _____. We work for SapientRazorfish on the Walmart account, working on projects for the responsive site and the e-commerce app. We're today to test a new mobile app called Scan & Go with you. This app allows you to scan items and add them to your shopping cart in order to skip the checkout line.

The test today has 3 parts. First, we'll sit down for a 10 minute interview to talk about how you shop in store. Then we'll move out on to the floor for 25 minutes to shop for some items using the mobile app. We'll be providing you with a smartphone that has a prototype of the mobile app downloaded on to it. Finally, we'll come back for a followup 10 minute interview to talk about your experience using the mobile app.

We'll accompany you for the shopping portion of the test. _____ will capture the session; she'll be writing notes and using an iphone/GoPro to take photos and short videos during the shop. _____ will direct you to do certain tasks and ask you questions about your experiences. We're going to record the audio of the session and your activity on the phone using a screen recorder. Are you OK with this?

[*If the participant says no, we'll offer to not take video or images.*]

I'd also like to remind you that while this is a functional prototype, not everything you see will be working. This is a test of the prototype and the experience, not you and there are no wrong answers, so please don't worry about making any mistakes.

Your privacy is important to us, so the things you tell us here today won't be used for any other project or study. We will delete all screen, video and audio recordings after transcribing them.

Do you have any questions or concerns before we get started?

Demographics

1. How old are you? [*Don't ask the participant, just hazard a guess*]

     a. (21-29)
     b. (30-39)
     c. (40-49)
     d. (50-59)
     e. (60-64)

2. Gender? [*Don't ask the participant, just capture this*]

     a. (Male/Female)

3. What is your role at Walmart? [*Don't ask the participant. We will get this from James*]

Pre-Test Interview: Shopping Habits

I am going to start the recording now. As a reminder, this will record the phone screen (what you tap on, etc.) and our conversation.

==[NOTE: Start the recording app now. Make sure the phone is close to the facilitator and the participant to capture audio.==

We will meet each participant at the McDonalds and do the intro & questions there. If we have the training room, we could also conduct the intro and interviews there as well.]

1. Are you an Android or iPhone user?

2. Please select the statement that most closely applies to you:

     a. I am the primary shopper in my household.
     b. I share shopping responsibilities with others in my household.
     c. I do little to none of the shopping in my household.

3. How often do you shop at Walmart in store? Do you prefer to shop on a certain day or at a certain time?

4. Do you have a favourite location that you prefer to shop at? If yes, can you tell me why?

5. How much time do you spend in-store on an average shopping trip? [*Prompt for one big trip vs. multiple smaller trips*]

6. What types of items do you regularly buy at Walmart?

7. Do you typically shop alone, or with others? [*Prompt for shopping with children*]

8. [*If this did not come up from the other questions*] What do you like about shopping in-store? What don't you like about shopping in-store?

9. Do you use your smartphone while shopping in store? (Y/N)

     a. If yes, do you use any mobile apps to help you when you're shopping?

b. If yes, do you use your phone for any non-shopping activities?

c. If no, do you use any non-digital things to help you shop? *[Shopping list? Flyers?]*

Shopping Scenario

I'm going to give you three scenarios where you might go shopping at Walmart and I'd like you to pick one.

1. Planning an event or trip

   o *Departments: Open-ended*

2. Doing your weekly grocery shop. This can include any items you typically buy in a grocery shop, including food, pharmacy items, toiletries, cleaning products, etc.

   o *Departments: Grocery, Health, Beauty & Pharmacy*

3. Shopping for toys or clothes for your kids

   o *Departments: Baby, Toys, Boys Clothes, Girls Clothes*

Phone Handoff

This is the smartphone you'll be using for the shopping trip today. Please feel free to use this phone like it's your own; don't feel like you have to handle it gently or that you can't put it down or tuck it in your pocket/purse, etc.

Halfway through the test, I will switch you over to a different version of the prototype.

[*Hand phone to participant*] Please click to open the Scan & Go app.

Now that you've chosen your shopping scenario, take a bit of time to brainstorm what items you might like to buy. Let's move out on to the floor and start shopping. Please remember to think aloud as we move through the test.

Shopping & Scanning

	Facilitator Questions:	Notetaker to Capture:
Pre-Scan	Tell me about the item you're shopping for. What's going through your mind? Is there anything you want to know about this item before you decide to buy it?	Product Name Store Department What the participant does with the item before scanning it [*Pick up the item? Look at back of item? Look up item online?*] How crowded the aisle is. Are there other people shopping?

During the Scan	**First Time Scan** Once you've decided on the you'd like to buy, can you show me what you'd do? [*Does the participant understand that scanning adds the item to the cart? Does the participant want to scan to do a price check?*] **Subsequent Scans** Go ahead and add the item to your cart. Now that you've had a chance to add a few items to your cart, please give me your impressions on shopping with this mobile app.	**First Time Scan** How long did it take the participant to figure out the camera scanner for the first time? • [Prototype A] Capture any comments the participant made about the placement of the camera scanner within the cart page • [Prototype B] Capture any comments the participant made about clicking the camera icon to open the scanner. Did she scan the barcode on the shelf tag or on the product itself? Did she pick up the item to scan it? Did she have any trouble scanning the item? [*Item was unwieldy? Barcode didn't scan the first time?*] **Subsequent Scans** Does the participant become more comfortable with scanning items?
Post-Scan	What did you think of the scanning experience? What do you want to see on the mobile app after you scan an item? [*Prompt for the participant's reaction to the most recently-scanned item appearing at the top of the list in the expanded state. Is she confident that the item was successfully added?*] [*If the participant mentions ratings & reviews*] Was this helpful information? If you click on the star rating, what do you expect might happen? Where would you like to go next?	What did the participant do with the item after scanning? [*Put the item in the cart? Scan the item again to increase quantity?*] How did the participant interact with the mobile app after scanning? [*Look at the cart page on the app? Increase or decrease quantity of the item?*] What did the participant do with the phone after scanning? [*Put it down? In pocket? Kept the app open and carried the phone in her hand?*]

Time Between Each Item Scanned

[Note: We will repeat this round of questioning and observations for each item the participant shops for and scans.]

Facilitator Questions:	**Notetaker to Capture:**
Let's go shop for the next item. *[If the participant interacts with the mobile app while we're walking the aisles]*	Time elapsed between each item scan. What did the participant do with her phone in this period between scans?

Can you tell me what you're looking at? Is there any information you're looking for? Or something that you'd like to do with the app? [*Cart subtotal? Item information? Price?*]	[*Put it down? In pocket? Kept the app open and carried the phone in her hand?*] Did the participant interact with the app during this period? How often? What triggered her to look at the app? • [Prototype A] If the participant kept the app open between scans, what part of the page did she keep open? The scanner? The item listing? • [Prototype B] If the participant kept the app open in between scans, was it open to the camera scanner or the cart page?

Switch the Prototype

[*Note: In the middle of the test, the facilitator will find a natural pause in the shopping experience to switch the participant over to the other prototype.*]

[*Note: The shopalong scenarios will be tested with 2 different versions of the prototype. Half the participants will start shopping with Prototype A; while the other half will start shopping with Prototype B.*

Facilitator Questions:	**Notetaker to Capture:**
Now that you've had a chance to add items to your cart in 2 different ways, please give me your impressions. Do you have a preference? Why or why not? [*Prompt for: Was the preferred prototype easier to use? More natural to shop with? Supported the participant's shopping behaviours?*]	• [Prototype A] Capture any comments the participant made about the placement of the camera scanner within the cart page • [Prototype B] Capture any comments the participant made about clicking the camera icon to open the scanner.

Updating Quantity

[*Note: If the participant does not naturally decide to buy 2 or more of an item, we will prompt her to do the following scenario.*]

Facilitator Questions:	**Notetaker to Capture:**
Can you show me how you'd add 2 of this [item] to your cart? [*After adding the items*] Take a look at the cart page. Can you give me your impressions on what you're seeing now that there are 3 items in your cart? [*Prompt for reactions to how items are ordered in the list, findability, and handling for unit pricing and quantity*]	How did she update the quantity? Did she scan the item twice? Or scan the item once and update the quantity in cart on the mobile app? [*After adding the items*] How did the participant interact with the mobile app after scanning 2 items? [*Look at the cart page on the app? Make sure that the quantity increase was captured?*]

Removing Item from Cart

[Note: If the participant does not naturally decide to remove an item from her cart, we will prompt her to do the following scenario.]

Facilitator Questions:	Notetaker to Capture:
Let's imagine that you no longer want [item]. What would you do? [After removing the item] What did you think of the experiencing of taking an item out of your cart? [Prompt for reactions around ease to delete, ability to undo, preference of interaction]	Did the participant take the item out of her physical cart first? Or her digital cart? Did she remember to update the digital cart at all? How did the participant remove the item from the cart? By swiping right? Or using the quantity picker? Was the quantity picker in the expanded state discoverable?

Big Ticket Item

[Note: Prompt the participant to add a big ticket item to their cart, like a TV or a BBQ.]

Facilitator Questions:	Notetaker to Capture:
Imagine that there is a really great deal on a flat screen TV/BBQ. Can you add this item to your cart for me?	How did the participant scan the item? Did she struggle to capture the barcode? Or express wanting to do it in a different way? Were there any benefits or drawbacks to the phone being locked in portrait mode?

Restricted Item

Facilitator Questions:	Notetaker to Capture:
Imagine that you would like to buy a gift card. Can you show me how you would add this to your cart? [Prompt for expectations around handling for restricted items in cart].	How did the participant scan the item? What were her expectations around being able to add a gift card to cart?

[Prompt the participant to add a restricted item to the cart, like a gift card].

SAPIENT
RAZORFISH_

Rollback/Multisave/Clearance Item

[Prompt the participant to add an item to their cart on Rollback/Multisave/Clearance. The facilitator can interject and recommend an item that means the criteria while the participant is shopping]

Facilitator Questions:	Notetaker to Capture:
Imagine that you'd like to add this item to your cart. After you've added it, please tell me what you'd expect to see on the cart. *[Prompt for expectations around discount handling and messaging in cart].*	Did the participant notice that the discount wasn't applied? When did the participant expect that the discount would be applied?

Wrapping up the Shop

Facilitator Questions:	Notetaker to Capture:
Let's imagine that you're done shopping for the day. Is there anything else that you would do before going to checkout? Is there anything else that you'd like to know? *[Prompt for blockers to checking out]* How much is your order going to cost today? *[Prompt for expectations around the cart subtotal. Does the participant think it includes taxes, discounts, etc.?]*	Will the participant review her physical cart against her digital cart? Will the participant express an interest in scanning all items at the end of the shop?

Post-Shopping Interview

Low Battery

1. *[Show the participant the First Time Low Battery Warning screen.]* Take a look at this page. What would you do if you got a notification that your battery was low when you opened the Scan & Go app?

2. *[Show the participant the Mid Shop Low Battery Warning screen.]* Take a look at this page. What would you do if you got a notification that your battery was low while you were in the middle of shopping?

    a. *[Prompt for expectations of Walmart to help with recovery? Does the participant understand what it means to transfer their cart over to another mobile device or handheld scanner? What would the participant do?]*

Lost Connection

3. *[Show the participant Screen 1: Lost Connection]*. Take a look at this page. What would you do if you were in the middle of shopping and you lost your WIFI or data connection? Can you keep shopping?

      a.   [*Prompt for: Does the participant want to keep shopping without a data connection? How long would the participant shop without a data connection before abandoning?*]

4. [*Show the participant Screen 2: Pending Scan*]. Take a look at this page and give me your impressions. What is going on this page?

      a.   [*Prompt for the participant's understanding of the page. Does she understand that she can keep shopping but that her cart won't be saved until her connection is restored?*]

5. [*Show the participant Screen 3: Connection Restored*] Take a look at this page and give me your impressions.

      a.   [*Prompt for: Is the participant confident that her cart has been restored? Does the participant understand the implications of losing connectivity, ie. not all the updates she made to her cart have been captured?*]

6. [Show the participant Screen 4: Blocked Connection] Take a look at this page and give me your impressions. Can you add items to your cart? What would you do in this scenario?

      a.   [*Prompt for: What would the participant do if she could not restore connectivity?*]

Debrief the Experience

1. What did you think of your shopping experience today? Would you shop again using the Scan & Go app?

2. Is there any advice that you would give to Walmart on how to improve the experience or the mobile app, based on what you've seen?