

# Usability Testing Script

## Introduction

Hi, My name is Dan Maron and I'll be walking you through ink Tank's usability test. We're conducting these sessions to see if the ink Tank app is helpful in linking tattoo artists and clients. The session should only last about 15 minutes.

First things first, you are not being tested. This is simply to see how the ink Tank app prototype performs. It is still a work in progress, so you may find some issues.

Please fill out the following form and we'll get started. (I hand user all privacy and NDAs.)

## Demographic Questions

1. Please choose your age group.
  1. 18-25
  2. 26-35
  3. 36-50
  4. 51 +
2. What is your current occupation?
3. Roughly how many hours a week would you say you spend using the internet?
4. How do you access the internet?
5. What types of services do you purchase from the internet?

## Background Questions

1. How often do you get a tattoo?
2. Please select the number of tattoos you have.
  1. 1-5
  2. 5-10
  3. 10 +
3. How did you find the artist for your last tattoo?
4. What do you look for when getting a tattoo?
5. Have you ever purchased art over the internet? If so, what kind and from where?

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## Open-ended Questions

1. What would you expect to be able to do from this app?
2. What do you think of the look of the app?
3. What do you think about sending money through an app?
4. What features do you like in this app?

## Direct Tasks & Scenarios

1. Using ink Tank, schedule an appointment with an artist.
2. You want to reach out to an artist and talk about a tattoo idea, how would you do that?
3. You are looking for tattoo inspiration, how would you find it?

## Additional Thoughts

Thank you for your time and participation in ink Tank's usability test. Your input is much appreciated and will help us design a successful app. Before we end the session, do you have any further questions or comments regarding the test?