

Dashboard Testing

Panel Filters

How many participants - 12

What device should they use - Mobile

Age – 25 - 55

Income – Any (default)

Gender - Any (default)

Country – United States

States:

- Michigan
- Illinois
- Indiana
- Minnesota
- Iowa
- North Dakota
- Wisconsin
- Nebraska
- Tennessee
- Georgia
- Florida

Web Expertise - Any (default)

Operating System - Any (default)

Web Browser - Any (default)

Social Networking - Any (default)

Screener

1. Please rate your experience using apps on your phone:

- Very experienced [Accept]
- Somewhat experienced [Accept]
- Somewhat inexperienced [Accept]
- Very inexperienced [Reject]
- No experience [Reject]

2. Please select your auto insurance provider:

- Geico [Reject]
- Progressive [Reject]
- AAA [Accept]
- State Farm [Reject]
- Allstate [Reject]
- USAA [Reject]
- Farmers [Reject]

- Other [Reject]
3. Please select your roadside assistance provider:
- Geico [Reject]
 - Progressive [Reject]
 - AAA [Accept]
 - State Farm [Reject]
 - Allstate [Reject]
 - USAA [Reject]
 - Farmers [Reject]
 - Other [Reject]

Introduction

Installing a new app on your phone can come with a learning curve. You are about to view several screens that would walk you through ‘learning’ about what the new mobile app for AAA members and customers has to offer. Put yourself in the mindset that you have just downloaded the app and now you are launching it for the first time.

****Note**, because we are not giving participants any tasks to accomplish we will not collect any user scored task metrics on their answers.

Question 1 – Separate from this specific app, describe your general reaction to the ‘introduction’ process for a new app? Please provide as much detail as possible.

Question 2 –

Please click through the screens in front of you and describe your experience in as much detail as possible.

Question 3 – Describe your reaction to the “skip” button in as much detail as possible.

Question 4 – Please describe your reaction to the three circles at the bottom of the screen in as much detail as possible

Question 5 – Describe how “likely” you would be to click through all of these screens?

Question 6 – **Last question**, please describe what you would recommend for this process if you were to build it for other people.

Post task questions

Describe if any of the questions you were asked were unclear?