

New Business – – Usability Script

Moderator / Discussion Guide: Usability of Actions Evaluation

Prototype Link: 

Study Overview

This session is intended to evaluate how users interpret, navigate, and engage with 's core Action experiences across three formats: Video Action, Gallery Action, and Text Action. The focus is on whether users can discover each Action, understand what the experience is asking them to do, start the task, complete the task, and recognize supporting features such as save/bookmark and reminders.

The goal is not to test whether participants understand the wellness content itself, but to evaluate whether the feature pathways and interaction patterns feel intuitive, discoverable, and easy to complete.

Desired Outcomes:

- Mental models around Stories, Actions, Learn, Practice, and Explore
- Discoverability and understandability of start, save/bookmark, reminder, and completion controls
- Ease of moving from inspiration or browsing into an Action task
- Clarity of completion states and expectations after finishing an Action
- Areas of friction, confusion, or unexpected behavior
- What opportunities should inform product, content, and experience design decisions

Session Details

- Length: 60 minutes
- Format: Moderated remote mobile session, think-aloud protocol
- Prototype flow: Video Action first, then Gallery Action, then Text Action
- Structure: Each Action includes a setup scenario, a task prompt, follow-up probes, and observed failure points

Introduction & Warm-Up (4 min)

Wellness Behaviors & Context

- Tell me a little about your current health and wellness routine.
- What kinds of things do you currently do to support your health and wellbeing?
- Do you currently use any wellness, self-improvement, or mindfulness products, apps, or content to support those efforts?
- What tends to motivate you to try new wellness behaviors or habits?
 - What product features or experiences would attract you to use a wellness app?

Lightweight Context & Ecosystem Framing (2 min)

 is a new app designed to help educate you on health and wellness topics and empower you to practice new wellness behaviors via curated activities. The app is based on six health pillars representing different areas of wellbeing. They are (in order): Movement, Focus, Mindfulness, Nutrition, Connection, Sleep. The goal is to keep the pillars in balance by learning and trying across all the pillars. For learning, the app provides short form-content so you can understand the science behind activities and increase your overall knowledge of best practices in each of the pillars. For trying, the app suggests simple activities, and once activities are completed, the app reflects your balance between each of the pillars.

Today, I'll ask you to move through a few parts of the experience. As you go, please think aloud and talk through what stands out, what feels clear, and anything that feels confusing or unexpected. Also speak aloud where you are tapping or interacting with the screen.

Reference note: This session focuses on navigation and interaction clarity, not whether participants understand or agree with the wellness content itself. Content feedback may naturally come up, but the primary goal is to understand whether users can move through the app features intuitively.

Task Flow Overview

1. **Video Action** from Explore: discover a Nutrition-related Story/Action, start the Video Action, and mark it complete.
2. **Gallery Action** from Explore: browse for a Mindfulness-related Story/Action, save/bookmark it for later, pretend to return to it, start the Gallery Action, and complete it.
3. **Text Action** from Explore: find a Focus-related Text Action, set and edit a reminder, later delete the reminder, start the Text Action, and complete it.

Primary Action Evaluation: Video Action

Starting point: Explore page

Please open this link on your mobile device. Safari or Chrome are the preferred browser for smooth viewing of our working prototype.

Scenario 1: Discovery / save-or-schedule setup

Take a moment to look around this page, then find the activity titled ".

Show me how you would interact with it.

Research objectives

- Finds Video Action

Scenario 2: Action initiation / completion

Go ahead and take a moment to look around this page ~~without clicking on anything~~.

What do you think this experience is asking you to do?

- What do you think the different visual features on this page mean?
- What is the first feature you would naturally interact with?

Now you want to try building a perfect plate. What do you think you can do from here?

If they don't click log it: What would you do now that you've completed the activity?

Research objectives

- Starts Video Action
- Completes Action

Follow-up probes

- On a scale from 1–5 (1-easy, 5-difficult), how difficult was that task? Why?
- Was anything different from what you expected?
- Did you expect this to be a video experience?
- What parts of this process were confusing to you?
- Before selecting “start now”, what did you think would happen when you tapped on it?
- Do you think the phrase “start now” was an accurate phrase to use?
- Why did/didn't you click the “Log It” button?
- What do you think “Log It” means?
- Logging that you watched the video or that you actually completed the activity?
 - When do you think it is important to log something?
 - Did you understand the phrase “Log It”? Is there a better phrase or word to signal marking this activity complete?
 - Why do you think there is a “Log It” on both the activity page and the ending page?
- Was there any point where you weren't sure what to do next?
- Was there anything you expected to be able to do but couldn't find?
- Was it clear how to begin the experience?

Potential failure points to observe

- Not realizing they need to click into the Video Story to get to the Actions overlay
- Clicking out of the Actions overlay after watching the Audio Story
- Not identifying the Start button
- Exiting before completion
- Not marking the Action complete

Secondary Action Evaluation: Gallery Action

Starting point: Explore page

Good job finishing that first exercise, let's move onto another one.

Scenario 1: Discovery / save-or-schedule setup

Find and go into the activity called “”.

Imagine you want to do this activity, but you're not necessarily ready to do it right away.

Show me how you might come back to later.

Research objectives

- Finds Gallery Action
- Bookmarks/saves Gallery Action

Scenario 2: Action initiation / completion

Imagine some time has passed and you're now ready to try this activity you found earlier.

Show me what you would do next.

Research objectives

- Starts Gallery Action
- Completes Action

Follow-up probes

Scenario 1:

- On a scale from 1–5, how difficult was that task? Why?
- Was anything different from what you expected?
- Did you expect this to be a photo gallery experience?
- Why did you expect a video experience instead?
- Is there anything on this page that might've made you expect a video?
- Are there any visual aspects you might change to make it clear that this would not be a video?
- Why would you prefer a video experience?
- What parts of this process were confusing to you?
- Was it obvious how to save something for later?
- Where did you expect to find your saved content?
- When do you think it's important to save something?
- Did you expect there to be a way to save content? If so, where did you expect to find it?
- Where do you expect to find this content again later?
- How did you recognize to click that button?

Scenario 2:

- When you started the activity after pressing save, was it clear how to move through it?
 - How did you expect to interact with the photo gallery?
 - ~~What do you think the "Log It" button is used for in this experience?~~
- Was there any point where you weren't sure what to do next?
- Did the experience behave the way you expected?
- How did you know when you had finished?
- Did the ending feel clear?
- Was there any point where you weren't sure if you had completed the activity?

Potential failure points to observe

- Failing to find or identify the bookmark button
- Failing to start the Action task

- Unable to swipe through the Gallery
- Exiting before completion
- Not marking the Action complete

Tertiary Action Evaluation: Text Action

Starting point: Explore page

Please navigate back to the explore page.

Scenario 1: Discovery / save-or-schedule setup

Please navigate and go into the activity "[REDACTED]"

You came across this activity but now isn't a great time to focus on it. Show me how you would come back to it in an hour when it is more convenient for you.

What if now you are not free for another hour? What would you do or change?

- How would you change when you'd be reminded?

Research objectives

- Finds Text Action
- Sets Reminder
- Edits Reminder

Scenario 2: Action initiation / completion

The time you selected has arrived, but you decide you'd rather do the activity now instead of waiting for a reminder.

Show me what you would do next.

Research objectives

- Deletes Reminder
- Starts Text Action
- Completes Action

Follow-up probes

Scenario 1:

- On a scale from 1–5, how difficult was that task? Why?
- Was anything different from what you expected?
- Did you expect this to be a text only experience?
- What parts of this process were confusing to you?
- How difficult was it to navigate the scheduling and reminding feature?
- When do you think it's important to set a reminder for something?
- How easy or difficult was it to find a way to be reminded about this activity later?
- Did you expect a reminder feature to be available?
- Where did you first look?
- How easy or difficult was it to change the reminder? [1–5]

- Was it clear that the reminder had been updated?
- Was anything confusing about that process?
- What did you expect would happen after setting the reminder?

Scenario 2:

- When you started the activity after setting/deleting the reminder, was it clear how to move through it?
- How did you expect to interact with the text experience?
 - ~~What do you think the “Log It” button is used for in this experience?~~
- How easy or difficult was it to continue with the activity later?
- Did you expect to be able to delete the reminder?
- Was the end of the activity clear?
- Did you feel like there was anything left to do?
- What, if anything, would you change about this experience?

Potential failure points to observe

- Failing to find the reminder button
- Failing to set a reminder
- Failing to edit the reminder
- Failing to delete the reminder
- Not realizing how to start Action
- Exiting before completion
- Not marking Action complete
- Confusion on Text Action overlay

Cross-Action Reflection & Wrap-Up (6 min)

Overall Experience

- Across the three experiences (Video, Photo Gallery, and Text-Only), which felt easiest to understand and why?
 - Were there any points of frustration while completing the experience, saving the experience, or setting up a reminder?
- Could you realistically see yourself using something like this?
- If so, when and where would it fit into your life?
- What would make you want to come back to this experience?

Visual Tone

- How did you feel about the logos and icons used to navigate through the experience?
- Are there any buttons or features confusing to you?

Final Reflection

- What was the most valuable part of this experience?

- What felt missing, confusing, or less valuable?
- If you could change one thing about this experience, what would it be and why?

Session Close

Those are all the questions I have for today. Thank you so much for your time, thoughtful feedback, and honesty. We covered a lot, and your reactions, questions, and perspectives have been incredibly helpful. Thank you again, and I hope you have an amazing rest of your day.