



# Team Vendr: Test Materials

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## Participant Checklist: Buyer

- Orientation Script
- Informed Consent
- Non-Disclosure Agreement
- Background Questionnaire: Buyer
- Think Aloud Practice
- START RECORDING**
- [INFORM PARTICIPANT]**
- Task 1: **Signup**
  - Post-Task Questionnaire
- Task 2: **Login**
  - Post-Task Questionnaire
- Task 3: **List an item**
  - Post-Task Questionnaire
- Task 4: **Find recent offers**
  - Post-Task Questionnaire
- Task 5: **Send a message to seller**
  - Post-Task Questionnaire
- Task 6: **Filter a product**
  - Post-Task Questionnaire
- Task 7: **Find recent messages**
  - Post-Task Questionnaire
- Task 8: **Find product details**
  - Post-Task Questionnaire
- Task 9: **Edit profile**
  - Post-Task Questionnaire
- Task 10: **Find settings**
  - Post-Task Questionnaire
- Post-Test Questionnaire: Buyer
- Debriefing
- STOP RECORDING [INFORM PARTICIPANT]**

## Participant Checklist: Seller

- Orientation Script
- Informed Consent
- Non-Disclosure Agreement
- Background Questionnaire: Seller
- Think Aloud Practice
- START RECORDING**
- [INFORM PARTICIPANT]**
- Task 1: **Signup**
  - Post-Task Questionnaire
- Task 2: **Login**
  - Post-Task Questionnaire
- Task 3: **List an item**
  - Post-Task Questionnaire
- Task 4: **Find recent offers**
  - Post-Task Questionnaire
- Task 5: **Send a message to seller**
  - Post-Task Questionnaire
- Task 6: **Filter a product**
  - Post-Task Questionnaire
- Task 7: **Find recent messages**
  - Post-Task Questionnaire
- Task 8: **Find product details**
  - Post-Task Questionnaire
- Task 9: **Edit profile**
  - Post-Task Questionnaire
- Task 10: **Find settings**
  - Post-Task Questionnaire
- Post-Test Questionnaire: Seller
- Debriefing
- STOP RECORDING [INFORM PARTICIPANT]**

## Orientation Script

Hi \_\_\_\_\_. Thank you again for taking the time today to participate in the Vendr Usability Evaluation study. As we begin, I will be walking you through the overview of the evaluation and different task scenarios.

I will first have you sign an informed consent form as well as Vendr's non-disclosure agreement in the test packet that I will be sharing with you. The next section is a background questionnaire. When you are done with the consent form and NDA, please click the link to complete the form. Then, we will proceed with going through different task scenarios for you to complete and as we go, I will ask a few questions based on your experience. I will provide the context behind each task and the motivation behind completing the task and what you hope to accomplish. Also, we would like to let you know that this is still a prototype. Because of that, if, at any point, you are not sure how to proceed with the task at hand, please feel free to "think aloud" and share your thoughts on how you think the app should work instead. Just for an example, you may be looking at a screen, you see something you didn't look at before but you would like to click on it. In that case, saying something like "This really got my attention, so I am going to click on it to see the outcome" would be very helpful.

Please note that we are only evaluating the application and not you. There are no right or wrong answers or actions. Please let me know if, at any point, you feel there is anything you like, dislike, or are concerned about any steps in the process or the task.

If, at any point you have any questions, kindly don't hesitate to ask, I will try to answer them the best we can without influencing the results of the evaluation. We also would like to record this session today for our review later on.

Let me know if you have any questions.

# Informed Consent

## INFORMATION

You (the participant) are invited to join usability evaluation looking at the functionality and design of Vendr. You may not discuss any details of the experiment with your peers or family, out of respect for confidentiality, and the Vendr's Non-Disclosure Agreement. The decision to join, or not to join, is up to you.

If you decide to participate, you will be asked to complete a series of tasks with the Vendr App. You will be recorded with audio and video equipment while completing these tasks. As you work through the tasks, you will be asked to describe your thought process out loud. This study will take you about 30 minutes.

This research study is not a test of you or your abilities. All participation is voluntary and you can stop participating at any time. If you stop you will not lose any benefits. Additionally, we may stop the study at any time we judge it is in your best interest.

## RISKS

There are no physical or psychological risks that would exceed those in everyday normal interaction between students. All of the recorded audio and video will be used solely for this evaluation and will be viewed by us, the client, and our advisor, Charles Schneider. Responses will be anonymized such that you, as the evaluator, will not be identified. However, there may also be other risks that we cannot predict.

## BENEFITS

There are no anticipated direct benefits to you for participating in this study. You may benefit from this study by learning how to use the Vendr App. Vendr will benefit by gathering data for future improvements on user interaction with the application's user interface.

## CONFIDENTIALITY

The information in the study records will be kept strictly confidential. Data will be stored securely and will be made available only to persons conducting the study unless you specifically give permission in writing to do otherwise. No reference will be made in oral or written reports, which could link you to the study. Publications related to this work will not make reference to any individuals. If you shared personal photos with us for this study, they will be deleted at the end of this study.

## **INCENTIVES**

For this particular evaluation, we will not be able to provide any monetary compensation.

## **PARTICIPATION**

Participation in this study is voluntary. You have the right not to participate at all or to leave the study at any time. Deciding not to participate or choosing to leave the study will not result in any penalty or loss of benefits to which you are entitled, and it will not harm your relationship with Rochester Institute of Technology or Vendr.

## **CONTACT**

If you have any questions or concerns about the evaluation, you may contact us at [vendrusabilityevaluation@gmail.com](mailto:vendrusabilityevaluation@gmail.com)

## **CONSENT**

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

# Vendr Confidentiality Agreement

## NON-DISCLOSURE AGREEMENT (NDA)

• **The Parties.** This Unilateral Non-Disclosure Agreement, hereinafter referred to as the "Agreement", effective as of, hereinafter referred to as the "Effective Date", is by and between:

**Releasor** described as a business entity known as Vendr ("Releasor")

**AND**

**Recipient** described as 1 individual(s) known as \_\_\_\_\_ ("Recipient").

• **Confidential Information.** The term "Confidential Information" includes, but is not limited to, all information owned by the Releasor and not generally known to the public or in the relevant trade or industry that is communicated orally, written, printed, electronically or any other form or medium, or which was learned, discovered, developed, conceived, originated, or prepared by the Recipient in the scope and course of their relationship with the Releasor, relating directly or indirectly to business processes, technical data, trade secrets, know-how, advice, consultations, proprietary information, client lists, client instructions, assets, business operations, specifications, designs, plans, drawings, hardware, software, data, prototypes or other business and technical information belonging to any client of the Releasor, operational methods, economic and business analyses, models, strategies, and projections, promotion methods, trade show information and contacts, and other proprietary information relating to the business of the Releasor and any and all other concepts, as such Confidential Information pertains personally to principals or other information that has independent economic value.

• **Non-Disclosure.** The Recipient agrees that it shall have the obligation to:

- hold the Confidential Information in the strictest of confidence;
- not use the Confidential Information for any personal gain or detrimentally to the Releasor;



- take all steps necessary to protect the Confidential Information from disclosure and to implement internal procedures to guard against such disclosure;
- not disclose the fact that the Confidential Information has been made available or that discussions and negotiations are taking place or have taken place or any of its terms, conditions or other facts with respect to the transaction; and
- not disclose or make available all or any part of the Confidential Information to any person, firm, corporation, association, or any other entity for any reason or purpose whatsoever, directly or indirectly, unless and until such Confidential Information becomes publicly available other than as a consequence of the breach by the Recipient of their confidentiality obligations hereunder.

This Section shall survive and continue after any expiration or termination of this Agreement and shall bind Recipient, its employees, agents, representatives, successors, heirs and assigns.

• **Exceptions to Confidential Information.** The Recipient shall not be restricted from disclosing or using Confidential Information that:

- was freely available in the public domain at the time it was communicated to the Recipient by the Releasor;
- subsequently came to the public domain through no fault of the Recipient;
- is in the Recipient's possession free of any obligation of confidence at the time it was communicated to the Recipient by the Releasor;
- is independently developed by the Recipient or its representatives without reference to any information communicated to the Recipient by the Releasor;
- is provided by Recipient in response to a valid order by a court or other governmental body, as otherwise required by law; or
- is approved for release by written authorization of an officer or representative of the Releasor;

• **Use or Disclosure of Confidential Information.** Recipient shall only use the Confidential Information as directed by the Releaser and not for its own purposes or the purposes of any other party. Recipient shall disclose the Confidential Information received under this Agreement to any person within its organization only if such persons are on a "need to know" basis. Recipient shall advise each person to whom disclosure is permitted that such information is the confidential and proprietary property of the Releaser and may not be disclosed to others or used for their own purpose. This Section shall survive and continue after any expiration or termination of this Agreement and shall bind Recipient, its employees, agents, representatives, successors, heirs and assigns.

• **Notice of Disclosure.** In the event that the Recipient receives a request or is required (by deposition, interrogatory, request for documents, subpoena, civil investigative demand or similar process) to disclose all or any part of the Confidential Information, the Recipient agrees, if legally permissible, to (a) promptly notify the Releaser of the existence, terms and circumstances surrounding such request or requirement, (b) consult with the Releaser on the advisability of taking legally available steps to resist or narrow such request or requirement and (c) assist the Releaser in seeking a protective order or other appropriate remedy; provided, however, that the Recipient shall not be required to take any action in violation of applicable laws. In the event that such protective order or other remedy is not obtained or that the Releaser waives compliance with the provisions hereof, the Recipient shall not be liable for such disclosure unless disclosure to any such tribunal was caused by or resulted from a previous disclosure by the Recipient not permitted by this Agreement.

• **Term.** This Agreement, with respect to Confidential Information, will remain in effect for perpetuity.

• **Return of Confidential Information.** Upon request from the Releaser or upon the termination of negotiations and evaluations between the Parties, Recipient will promptly deliver to Releaser all originals and copies of all documents, records, software programs, media and other materials containing any Confidential Information. Recipient shall also return to Releaser all equipment, files, and other personal property belonging to Releaser. Recipient shall not be permitted to make, retain, or distribute copies of any Confidential Information and shall not create any other documents, records, or materials in any form whatsoever that includes the Confidential Information.

• **Indemnification.** The Parties agree to indemnify and keep each other, at all times, fully and effectively indemnified in respect of any and all claims, demands, losses, damages,

liabilities, costs and or expenses of any kind whatsoever incurred by the Releasor which arise out of or in connection with any breach of this Agreement by the Recipient.

• **Notice.** Any notice provided in this Agreement must be in writing and must be either personally delivered, mailed by first class mail (postage prepaid and return receipt requested) or sent by reputable overnight courier service (charges prepaid) to the Parties at the addresses below indicated:

Releasor's Address: 208 Bennington Hills Ct , Rochester, New York, 14623

Recipient's Address: \_\_\_\_\_

If the above-stated addresses should change the Parties shall specify by certified mail, with return receipt, to one another.

• **Covenants.** The parties hereto agree that the covenants, agreements, and restrictions (hereinafter "this covenant") contained herein are necessary to protect the business goodwill, business interests and proprietary rights of the Releasor and that the parties hereto have independently discussed, reviewed and had the opportunity of legal counsel to consider this Agreement.

• **Authority.** This Agreement sets forth the entire Agreement and understanding between the Parties and supersedes all prior oral or written agreements and understandings relating to the subject matter of this Agreement. This Agreement may not be modified or discharged, in whole or part, except by consent in writing signed by the Parties.

• **Assignment.** This Agreement may not be assigned or otherwise transferred by either party without the prior written consent of the non-transferring party.

• **Binding Arrangement.** This Agreement will be binding upon and inure to the benefit of the parties hereto and each Party's respective successors and assigns.

• **Severability.** In the event that any provision of this Agreement is held by a court of competent jurisdiction to be unenforceable because it is invalid or in conflict with any law of any relevant jurisdiction, the validity of the remaining provisions shall not be affected, and the rights and obligations of the parties hereto shall be construed and enforced as if the Agreement did not contain the particular provision(s) held to be unenforceable.

• **Governing Law.** This Agreement shall be governed by and construed in accordance with the laws in the State of New York.

• **Authority.** Each party hereto represents and warrants that it has the full power and authority to enter into and perform this Agreement, and each party knows of no law, rule, regulations, order, agreement, promise, undertaking or other fact or circumstance which would prevent its full execution and performance of this Agreement.

• **Counterparts.** This Agreement may be executed in any number of counterparts, each of which shall be an original, but all of which together shall constitute one and the same agreement.

• **Execution.** IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of February 20, 2021.

Releasor's Signature

Cameron Michael Chin

Recipient's Signature

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## Background and Pre-test Questionnaire: Seller

1. Which of the following age ranges best describes you?
  - 18 - 20 years old
  - 21 - 24 years old
  - 25 - 29 years old
  - 30 - 39 years old
  - 40 - 49 years old
  - 50 and above
2. Which gender do you identify as?
  - Male
  - Female
  - Non-binary
  - Prefer not to say
  - Other: \_\_\_\_\_
3. How often do you sell online or through an app?
  - Less than once a month
  - 1 - 5 new listings a month
  - 6 - 10 new listings a month
  - 11 - 15 new listings a month
  - 16 - 20 new listings a month
  - 20+ new listings a month
  - Never
4. Which statement best describes your attitude towards selling online/through an app?
  - I list what I have and don't look at others' listings.
  - I list what I have based on others' listings.
  - I look at others' listings then determine what products to sell.
  - I'm not sure.

## Background and Pre-test Questionnaire: Buyer

1. Which of the following age ranges best describes you?
  - 18 - 20 years old
  - 21 - 24 years old
  - 25 - 29 years old
  - 30 - 39 years old
  - 40 - 49 years old
  - 50 and above
2. Which gender do you identify as?
  - Male
  - Female
  - Non-binary
  - Prefer not to say
  - Other: \_\_\_\_\_
3. How often do you shop online or through an app?
  - Less than once a month
  - 1 - 5 times a month
  - 6 - 10 times a month
  - 11 - 15 times a month
  - 16 - 20 times a month
  - 20+ times a month
  - Never
4. Which statement best describes your attitude towards online/app shopping?
  - I don't have anything specific in mind and just like to look.
  - I have something I'm looking for all the time.
  - I like to browse and look at suggestions, but I also search for specific items.
  - I'm not sure.

## Think-Aloud Practice

Sample Task: “This is your first time buying from someone locally and you’re a little hesitant. You want to see if Vendr has some recommendations on meeting with a seller.”

This task is designed to encourage the buyer to find the safety information in Vendr. It should be done by the moderator using the “think aloud” method so that the evaluator has an idea on what to do in case they are new to this process.

## Task Scenarios and Post-task Questionnaires

Follow-up on the participant’s comments (as needed) during the post-task questionnaire.

### Task #1: Sign Up

You find the app on the app store. You find it interesting and download it. You’d like to check out the application for the first time.

#### Post-task Questionnaire

1. How easy or difficult was it to sign up?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How satisfied do you feel with the options for sign up ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Unsatisfied

Average

Very Satisfied

## Task #2: Log In

You have previously tried Vendr's website and found it really fun! You see it's on the app store and so you download it. You want to get back to your profile and start window shopping.

### Post-task Questionnaire

1. How easy or difficult was it to login?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How satisfied do you feel with the options for login ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Unsatisfied

Average

Very Satisfied

## Task #3: List an Item

You need money because there's a pandemic happening and the world is in economic decline. You just found an old Gamecube in your closet that you don't use anymore. You want to post it on the app so that someone will hopefully buy them.

### Post-task Questionnaire

1. How easy or difficult was it to list the item?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy



2. How satisfied do you feel with the options for listing ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Unsatisfied Average Very Satisfied

### Task #4: Send a message to the seller

You can't get the grey Supreme sweater that you previously saw on Vendr off your mind. Because it does cost quite a bit of money, you want to make sure that the item is in great condition and that it's the real thing. You want to ask the seller for more pictures and for any authentication.

### Post-task Questionnaire

1. How easy or difficult was it to message the seller?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Difficult Average Very Easy

2. How satisfied do you feel with the options for the messaging system ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Unsatisfied Average Very Satisfied

## Task #5: Search

Your monitor recently stopped working. You want to upgrade your existing setup but are not sure exactly what you're looking for. You want to be able to see all of the monitors that are listed in Vendr to compare the price and the technical specifications.

### Post-task Questionnaire

1. How easy or difficult was it to filter a specific product?

1	2	3	4	5	6	7
Very Difficult			Average			Very Easy

2. How satisfied do you feel with the navigation ?

1	2	3	4	5	6	7
Very Unsatisfied			Average			Very Satisfied

## Task #6: Find Recent Offers (Begin at Screen 40)

You are really wanting to buy the Yeezy's, but you don't have enough money for it. You have some listings and you want to check if people are interested. You're pretty adamant on selling the Gamecube so you want to see if there are buyers for that product.

### Post-task Questionnaire

1. How easy or difficult was it to locate recent offers?

1	2	3	4	5	6	7
Very Difficult			Average			Very Easy

2. How satisfied do you feel with the navigation ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Unsatisfied Average Very Satisfied

### Task #7: Find Recent Messages

You remember you made an offer to a seller whose product you were interested in buying. Now you want to follow up on the details of that offer.

#### Post-task Questionnaire

1. How easy or difficult was it to complete this task?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Difficult Average Very Easy

2. How easy or difficult was it to identify and relate iconography to function?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Difficult Average Very Easy

3. How satisfied do you feel with the navigation ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very Unsatisfied Average Very Satisfied

## Task #8: Find Product Details

You are interested in buying the Yeezy's, but the main photo looks like it's taken from an online picture. You want to look at other pictures and the product's description.

### Post-task Questionnaire

1. How easy or difficult was it to complete this task?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How easy or difficult was it to identify and relate iconography to function?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

3. How satisfied do you feel with the navigation ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Unsatisfied

Average

Very Satisfied

## Task #9: Edit Profile

You have recently changed your email address. As a seller, you need to change your email address in the app so that people nearby can find your listings.

### Post-task Questionnaire

1. How easy or difficult was it to find?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How easy or difficult was it to identify and relate iconography to function?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How satisfied do you feel with the navigation ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Unsatisfied

Average

Very Satisfied

## Task #10: Find Account Settings

As a seller in Vendr, you want to turn on the notifications to prevent from missing any buyer's messages.

### Post-task Questionnaire

1. How easy or difficult was it to find?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Difficult

Average

Very Easy

2. How satisfied do you feel with the customizable information ?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Very  
Unsatisfied

Average

Very Satisfied

## Post-study Questionnaire: Seller

1. Overall, how easy or difficult was it to navigate through Vendr's interface?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Disagree Neutral Agree

2. Would you recommend Vendr to your friends/family?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Disagree Neutral Agree

3. What kind of products would you like to list on Vendr (check all that apply)?

- Clothes
- Shoes
- Home
- Health & Beauty
- Pet Supplies
- Electronics
- Video Games
- Gaming Merchandise
- Other: \_\_\_\_\_

4. Which apps have you used for selling?

- Facebook Marketplace
- Mercari
- OfferUp
- Craigslist
- eBay
- Etsy
- Other: \_\_\_\_\_

5. How has your experience been with your most preferred e-commerce app?

1	2	3	4	5	6	7
Very Bad		Neutral			Very Good	

6. Please list out any features that you like the most and/or any issues that you have with your current e-commerce app.

7. Do you have any experience with dating apps like Tinder or were you familiar with the “swipe” feature of those applications?

8. What additional features would you like to see in the app?

9. What are the things you found counterintuitive in the app?

## Post-study Questionnaire: Buyer

1. Overall, how easy or difficult was it to navigate through Vendr’s interface?

1	2	3	4	5	6	7
Disagree		Neutral			Agree	

2. Would you recommend Vendr to your friends/family?

1	2	3	4	5	6	7
Disagree		Neutral			Agree	

3. Which of the following categories would you like to find on Vendr (check all that apply)?

- Clothes
- Shoes
- Home
- Health & Beauty



- Pet Supplies
- Electronics
- Video Games
- Gaming Merchandise
- Other: \_\_\_\_\_

4. How often do you buy used items?

1	2	3	4	5	6	7
Never			Neutral			
Always						

5. Which apps have you used for shopping?

- Facebook Marketplace
- Mercari
- OfferUp
- Craigslist
- eBay
- Etsy
- Other: \_\_\_\_\_

6. How has your experience been with your most preferred e-commerce app?

1	2	3	4	5	6	7
Very Bad			Neutral			
Good						

7. Please list out any features that you like the most and/or any issues that you have with your current e-commerce app.

8. Do you have any experience with dating apps like Tinder or are you familiar with the “swipe” feature of those applications?

9. What additional features would you like to see in the app?

10. What are the things you found counterintuitive in the app?

## Debriefing

### Notes and Follow-up Questions

Note any questions here related to the participant such as: their actions, frustrations, motivations, or otherwise. Check over the questionnaires for completeness and discrepancies. Follow up, if necessary, on the following:

- Ask: “What did you think of Vendr? How do you feel about the test?” Allow for discussion, follow up how you see fit.
- Ask about the “Search by Categories” feature that is unique to Vendr
- Ask what the participant thinks would happen on Screen 39 (sending a message to the buyer after liking an item) vs. Screen 54 (sending a message to the buyer in a previously saved item)
- What are some of the things that you liked best or disliked the most about your experience with Vendr?
- Overall impressions
  - Would you recommend this to your friends/family? Why or why not?
  - Do you think this app works for your needs?
  - How does it compare to other marketplace apps?
- Is the interface easy to understand?
  - Are the options on the main screen, the four buttons at the bottom of the screen, understandable?
  - How do you feel about the iconography of the app?
- Do you have suggestions on some changes to be made, features to be added, or the general design of the app which you think would help your overall experience?

### Questions and Thanks

Do you have any questions for me?

We will now wrap up the session!

Thank you very much for participating in this study. Our usability team appreciates it as does the Vendr team. Please remember that this study is confidential. All data collected

from this test will be anonymous and will be shared with the Vendr team once data collection has completed.

The purpose of this study was to:

- Identify potential usability issues with Vendr
- Test Vendr's current design and features
- See user preference about Vendr's design decisions
- Understand Vendr as it relates to a young, college-aged demographic.

This test will help Vendr improve its design, usability, and the user experience. Please let us know if you have any questions. We can always be reached via email.

Thank you!