

# USER INSTRUCTION SCRIPT

Thanks so much for coming today. We'd like to get your reactions and feedback on an idea that we're working on. In just a few minutes we'll be showing it to you. But before we start, let me explain how this user test will work.

We will put a design of something in front of you. The design will look extremely basic because we're just sketching out ideas here. It's just one of many we're considering, and we are completely not attached to it in any way.

At the same time, we are going to set up a scene, like in a movie or a play, around you and the design. You, the actual person that you are, will be the star of that scene. Just pretend that you're actually in that situation and do whatever you would naturally, genuinely do-- whether that's interact with the thing we put in front of you, quit, go browse Facebook, whatever that may be.

While you do this, we will sit back outside the scene. We're not allowed to talk to you during the test, so don't look at us. Just do your thing. We will get to talk directly back and forth about it later.

The test starts when we say "play". But at any time, we might say "pause" or "cut", which means you'll stop for a moment and the test will be frozen while we make some adjustments. And then we'll say "play" again, and the test will resume with the new changes.

The most important thing you can do to help us in this user test is by sharing your authentic stream of consciousness reaction while you are in the scene and interacting with the thing. We want to hear what you're thinking, feeling, seeing, and experiencing in real time as if we could hear everything running through the inside of your head with no filter. (You know those people who are "external processors" and say everything that crosses their mind? That's what we're looking for.) If you're reading something, just say a few words of it out loud so we can tell where you are, but you don't have to read the whole thing aloud.

Most importantly, we want to hear if you're genuinely disinterested, bored, or when you want to quit. If something isn't natural for you or you don't like what you're experiencing, it's okay to just say, "I don't like this" or "I would never use this" and just stop interacting or leave the scene.

We really appreciate your helping us out by being as honest, authentic, and spontaneous as possible. Afterwards, we'll ask you some follow-up questions.

