

Hi, my name is Kyle and I'll be guiding you through this session. I want to thank you for your time— this session should take less than 15 minutes. Before we begin, I have some information that I'd like to read to you. I'm reading it to you so that everyone who participates in the usability test has the exact same set of instructions and to make sure that we're both perfectly clear about what's happening here.

This is a usability test. It's a common research practice for people designing and developing software. All of your favorite apps have once been subjected to usability tests. In fact, the most successful ones are still regularly subjected to these types tests.

During the test, you will interact with a prototype product that is in the design stage of development stage. I'm testing the product, not you. There are no right or wrong answers. I'm here to listen to your honest reactions. Your honesty will help me improve the product.

Please try to think out loud while you're interacting with the application. May I show you an example on Twitter?

(Show Example)

If you have any questions while you're interacting with the prototype, just ask. I might not answer your question directly because I'm most interested in how people would interact with the product without help.

I'm also recording the test, as you may have noticed. The recording won't be accessed by anyone who isn't working on this project and I won't keep any records that could connect your name or any other identifying information to the data that we generate.

I'd like you to sign this form indicating that you consent to participating in the study. As soon as you sign it, I'll begin the recording.

[Hand form to participant; collect form; begin recording]

Before I ask you to interact with the product, I'd like to ask you three short questions about yourself. I'll record these answers on an iPad.

First, please evaluate how comfortable you are sharing data about yourself in the following scenarios. Please hand me back the iPad as soon as you're finished.

[Hand iPad to participant that includes the Privacy Expectations Scale + Scenarios] ¹

Thank you!

Are you currently a full-time student?

What are the three most used applications on your phone? Feel free to take out your phone and look at your app/data usage if you need to.

Thank you!

If it's alright with you, I'd like to hand you a device now that includes a prototype of Tassel, the application we're here to test.

[Hand iPhone with Tassel loaded in Figma/XD]

The iPhone that I've handed you is on the home page (or landing page) of Tassel, a responsive web application.

In your own words, what does this application do?

I'd like to ask you to complete three direct tasks in the application and I'd like to ask you to respond to an open-ended question after each task.

¹ 5 item Likert scale from Naeini Et Al. "Privacy Expectations and Preferences in an IoT World—Proceedings of the Thirteenth Symposium on Usable Privacy and Security 2017"

TASKS AND QUESTIONS

Please login to the application and complete the user-onboarding offer.

What is your overall impression of the application right now?

Consider this scenario— you've decided that you want to use Tassel while you're searching for a school. To maximize the number of available offers that you might be matched with, you want to allow colleges to view your profile without you contacting them first.

Show me how you would do that, please.

How comfortable are you with providing data to prospective schools? Is there any data that you wouldn't want to share with them?

Consider another scenario— you've logged into Tassel and you'd like to make some money. **Please complete an offer for your data.**

Now that you understand the idea that underpins the Tassel application, I'd like to ask you how much money you'd hope to receive in exchange for a series of tasks— please just say the first number that comes to mind.

How much money would you expect to receive for completing:

- a virtual college tour (5 minutes)? 5.00
- a college application (5-15 minutes)? \$20
- a phone call with an admissions representative (15 minutes)? \$10
- allowing a school to see your name, email and home address (N/A)? Free
- allowing a school to see your ACT score or other test data (N/A)? Free.

That's all I have for today. Your feedback has been helpful.

Do you have any questions for me?