Ethnographic Research:
Home Gallery and Encircle Apps

Moderator's Guide

In-Home Usability Sessions in the Boston area: October 13-15
Location: Boston area

Prepared by:
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Director of User Research

Usability Test Goals and Methodology

Goals	***Methods***
Can users find the apps in the App Store?	Task Scenario: You want to find and install an application that will **allow you to create and store a list of your personal possessions**. Please show me how you would proceed using this iPad.
What are the major usability problems that Home Gallery may have? That Encircle may have? Competitive analysis: Encircle. From a pure feature/functionality aspect, Home Gallery works. But it has usability issues	Task Scenario: You now have the application on your iPad. Go ahead and start the application. Assume you would like to **record** some of the **personal possessions** in your house. Please walk me through what you would do. (3-6 items) Counter balance the 2 apps

	Tasks:
	
	• Search, download, and install the app
	• Walk-about a room and **record** 2-4 personal possessions (listen but don't interrupt)
	• Retrospective review:
	  ○ Tutorial screen (Home Gallery only)
	  ○ Registration/sign-up screen
	  ○ Property screen
	  ○ Adding items to rooms (selecting room, capturing/photographing an item, entering item details)
	• Cloud Synch (Home Gallery only)
	• Saving and exporting the items recorded

	POST-TASK FOR EACH APP
Want to look at (1) "Barriers to Use" vs. (2) "Usability Issues"	Post-task interview (and also in pre-task questions)
Comparison in ease of use of Home Gallery vs. Encircle. These are the key 5-7 differentiating factors/ usability issues. How big of an impact are these issues to preventing adoption and use?	Post-task interview and post-task comparison

USABILITY TEST DATES: October 13-15

PARTICIPANTS: 8

SCHEDULE: below; 2-3 sessions per day, with at least 60-minute breaks in between

DESIGN: A total of 8, two-hour, one-on-one research sessions

INCENTIVES: $250 in compensation

Testing Schedule (8 slots)

Date	Participant	Time
Tuesday, 10/13 **Schedule 2 participants on the South Shore**		Please ensure that the UX team has enough time (at least one hour) between sessions to travel to the next home/condo/apartment.
	1	**10:00 a.m. - 12:00 p.m. (iPad)**
	2	**12:30 p.m. - 2:30 p.m. (iPad)**
Wednesday, 10/14		Please ensure that the UX team has enough time (at least one hour) between sessions to travel to the next home/condo/apartment.
	3	**10:00 a.m. - 12:00 p.m. (iPhone)**
	4	**1:30 p.m. - 3:30 p.m. (iPhone)**
	5	**5:00 p.m. - 7:00 p.m. (iPhone)**
Thursday, 10/15		Please ensure that the UX team has enough time (at least one hour) between sessions to travel to the next home/condo/apartment.
	6	**10:00 a.m. - 12:00 p.m. (iPhone)**
	7	**1:30 p.m. - 3:30 p.m. (iPhone)**
	8	**5:00 p.m. - 7:00 p.m. (iPad)**

COUNTER-BALANCE SHEET

	Device	First App	Second App
Tuesday, October 13			
P1	iPad	Home Gallery	Encircle
P2	iPad	Encircle	Home Gallery
Wednesday October 14			
P3	iPhone	Home Gallery	Encircle
P4	iPhone	Encircle	Home Gallery
P5	iPhone	Home Gallery	Encircle
Thursday, October 15			
P6	iPhone	Encircle	Home Gallery
P7	iPhone	Home Gallery	Encircle
P8	iPad	Encircle	Home Gallery

NOTE TO MODERATOR: **Delete Home Gallery and Encircle after each session or before the next session begins**

EQUIPMENT TO BRING:

- **2 usability testing laptops**
- **iPad**
- **iPhone**
- **iPevo camera or software to record the iPad and iPhone screens and broadcast to usability testing laptops**
- **MiFi**
- **video camera or a second iPhone to record video and audio**
- **microphone**

Informed Consent, Introduction, & Pre-Test Questions

(5-10 Minutes)

Orient participant to restrooms and water fountains, offer snacks/drink.

Note: DON'T LET PARTICIPANTS KNOW WE'RE FROM OUR COMPANY

Have the participant read the consent agreement, ask any questions, and sign the form if they agree.

Have the participant complete the questionnaire.

- Welcome & Introduce self

Thank you very much for coming in today. My name is _____ and this is my colleague _____, who will be running the equipment and taking notes. Our goal is to learn more about how people like you use the Internet to research insurance online. We want to evaluate how easy our products are to learn and use. We're not trying to sell you anything.

My colleague _____ is also here to take notes so we can improve our designs based on your feedback.

- Most important to keep in mind, it is the **software we are testing, not you**

I'll guide you through today's session, and interview you about your reactions to prototypes of a website. Keep in mind, we're not evaluating you in any way, we're only interested in your evaluation of the designs we show you. Throughout the session, I'll encourage you to freely express your opinions, to comment on what is clear and what is unclear to you, and in particular, what you find confusing or difficult to understand. Don't worry about flattering or insulting me. Please just be as honest as possible.

- We would like to understand how you would use an application that allows you to keep track of the different personal possessions you have in your home/condo/apartment.

- The session will last about 2 hours. I will first ask you a few questions and ask you to do a short exercise. I will then have you use two iPad applications. I'd like to then discuss how well the application matched your expectations, and where it can be improved.

- Ask to **think aloud**
  - *Describe your steps…, what you are looking for…, etc*
  - *Your comments are what is very important to us - we ask that you give open and honest opinion both good and bad*

- My role: **neutral observer** taking notes
- Describe parts of the session, **how long it will last, can take breaks at any time**
  - The session will take about 90 minutes, so we'll be done at _____. Is that OK?

- We'll be **recording the session**
- Recordings are used for research purposes only & your name will not be associated with any data collected.

- The tasks
  - ❑ Try to complete as if you were doing this for real
    - *Spend as little or as much time as you normally would doing similar tasks at home/work*
  - ❑ Let me know when you have completed the task or gone as far as you can
    - *It is ok if you cannot complete each task, and we may not get to every task*
  - ❑ Repeat that it is the software we are testing, any difficulties are b/c it wasn't designed in a way that makes sense to you

- Any questions before we begin?

When you were contacted about this test session, we discussed a little bit about your background. Before we get started with our tasks today, I want to ask you a few more questions.

Pre-Task Questions

1.a. Have you ever had to file a property claim?

1.b. If so, what was the process like? Describe it for me.

1.c. If not, how would you expect the process to work?

2.a. If you filed a property claim, did you get any money back from losses of your personal possessions?

- Are you confident or not confident that we were reimbursed for all your losses? How did you know you had included everything on their personal inventory list?

2.b. If not, would you expect to get any money back?

3.a. If you filed a property claim, how did you communicate your losses of your personal possessions?

3.b. If not, how would you expect to communicate losses of your personal possessions?

[NOTE TO MODERATOR: Want to understand if the P had made an inventory list If so, why? If not, why not? **Trying to find out barriers to use of an app or creating an inventory list.**]

Outline of Tasks: Home Gallery

Task 1: App Search and Download (5 Minutes)

- You want to find and install an application that will allow you to create and store a list of your personal possessions. Please show me how you would proceed using this iPad.

Task 2: Walk-About for 2-4 Personal Possessions (20 Minutes)

- You now have the application on your device. Go ahead and start the application. Assume you would like to track some of the personal possessions in your home/condo/apartment. Please walk me through what you would do.

Task 3: Application Retrospective: Tutorial Screen (5 Minutes)

- Did you notice anywhere in this app where you could get a walk-through of how the app worked? Were you confident that you knew how to use the app?

Task 4: Application Retrospective: Registration (5 Minutes)

- Let us start back at the beginning. You downloaded the application and were greeted with the tutorial and the option to register. Did you understand this screen?

Task 5: Application Retrospective: Property One Setup (5 Minutes)

- Did you notice anywhere in this app where you could enter information about your home, condo, or apartment?

Task 6: Application Retrospective: Adding Items (10 Minutes)

- During your walk-about, you went through the process of tracking some of your personal possessions. Walk me through the process again. Is this what you expected to do? How would you have wanted to "start" the process?

Task 7: Application Retrospective: Cloud Synch (5 Minutes)

- Did you notice the "Cloud Sync" option? What do you think it does? Would you or would you not use it?

Task 8: Application Retrospective: Export and Save (5 Minutes)

- Let us assume you have entered all your personal possessions into this application. Did you see anywhere you could send the personal possessions you tracked to yourself or someone else?

Task 1: App Search & Download (5 Minutes)

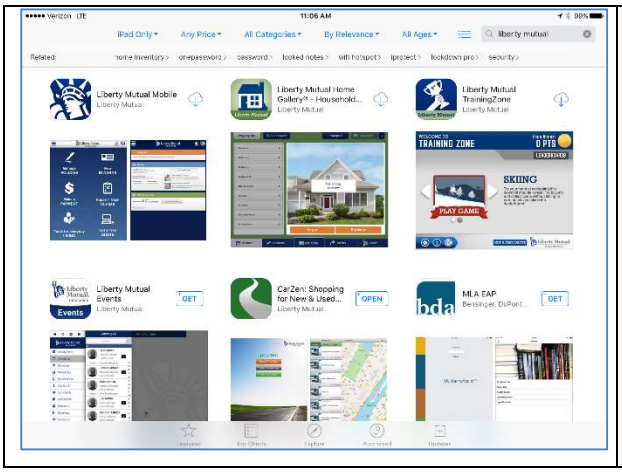
APP: Home Gallery

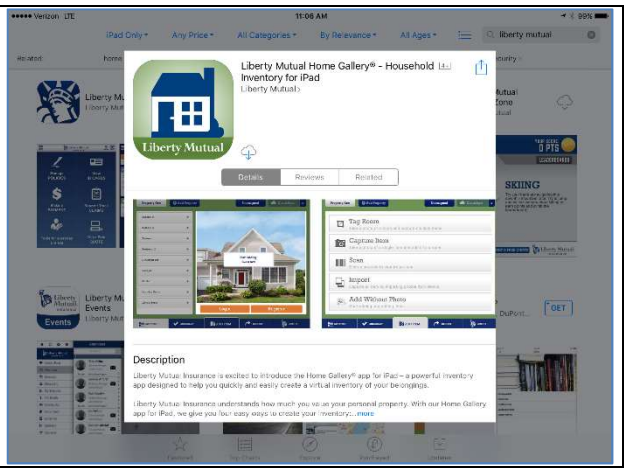
You want to find and install an application that will allow you to create and store a list of your personal possessions. Please show me how you would proceed using this iPad.

Task Questions

1. How would you find it? What would you expect this application to be called? [If they need help, go to App Store and search for "home gallery" to find Home Gallery.]

2. Please install the application on your iPad.





Task 2: Walk-About for 2-4 Personal Possessions (20 Minutes)

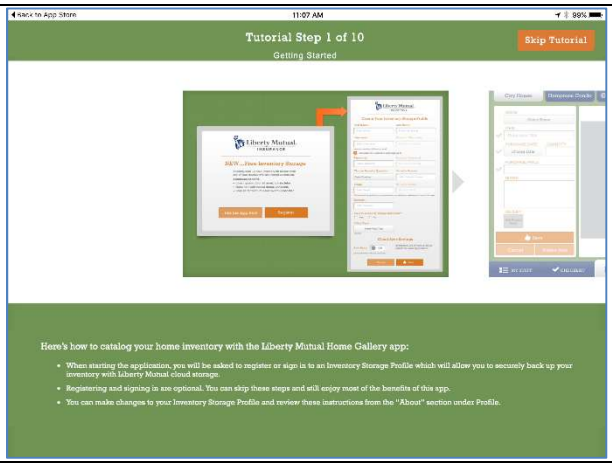
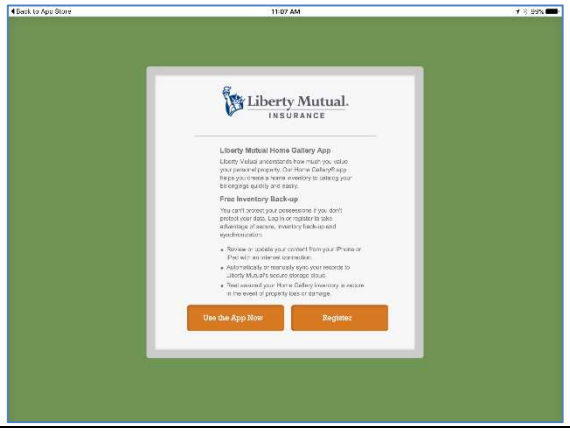
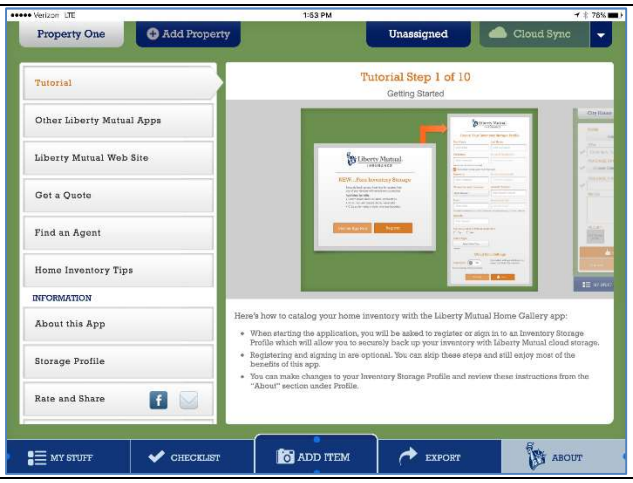
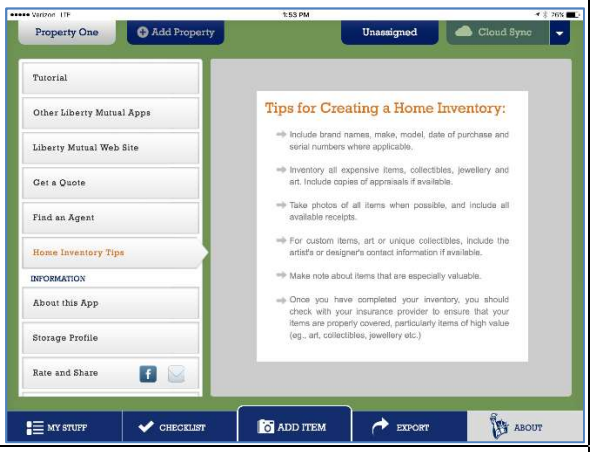
You now have the application on your device. Go ahead and start the application. Assume you would like to track some of the personal possessions in your house/condo/apartment. Please walk me through what you would do.

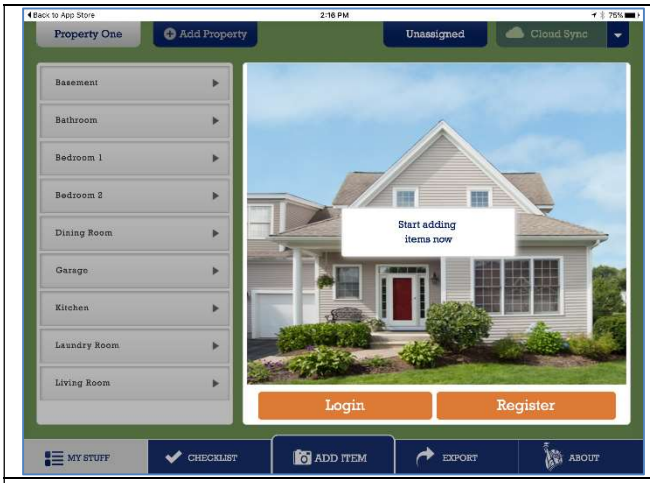
Task Questions

If you can speak out loud as you're completing this task, I will just listen, and not interrupt.

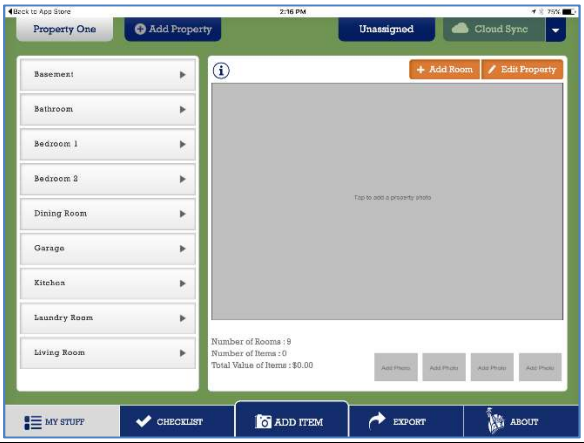
[Note down the following:
Where they want to start (by item, by room, by category)
Do they follow the tutorial? Are they able to understand it – does it help/hinder?
What causes confusion?]

[Allow participants to select 2-4 items of choice, and watch them walk through the process. After they have captured 2-4 items, end the task and return to a seated area.]

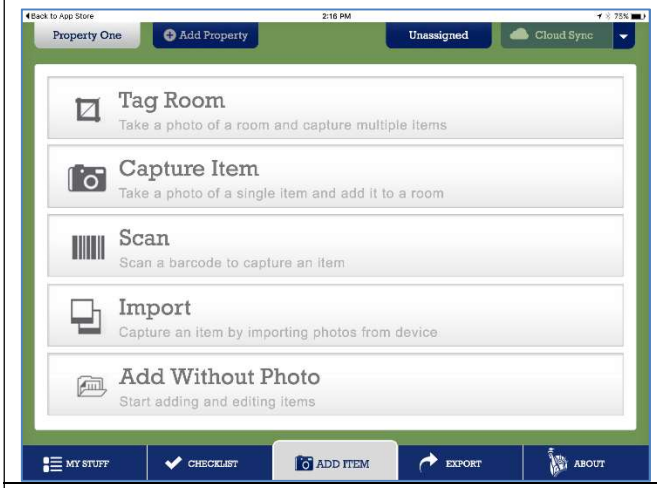
	
Initial Screen on Launch (Tutorial)	Registration Screen (after Tutorial)
	
About Tab	Home Inventory Tips (on About tab)



Entering Information for Property One

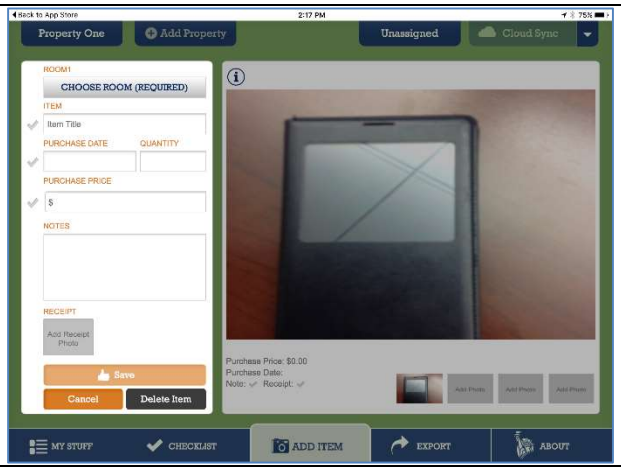
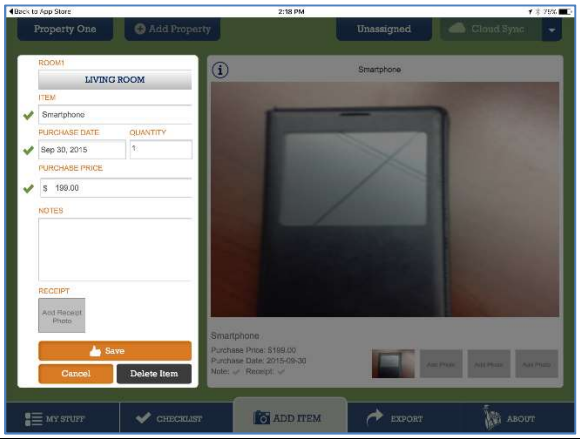
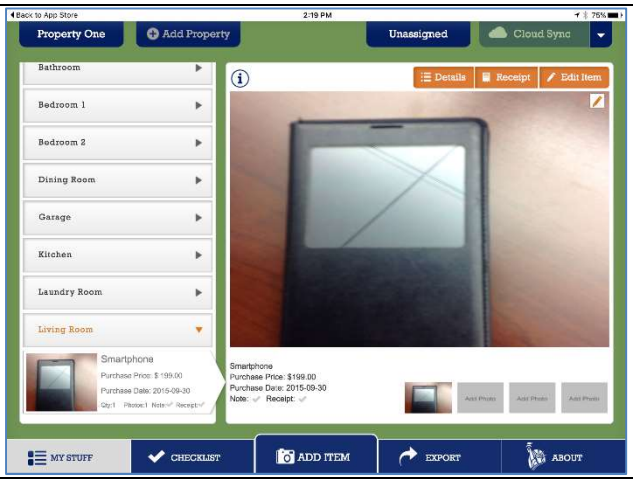


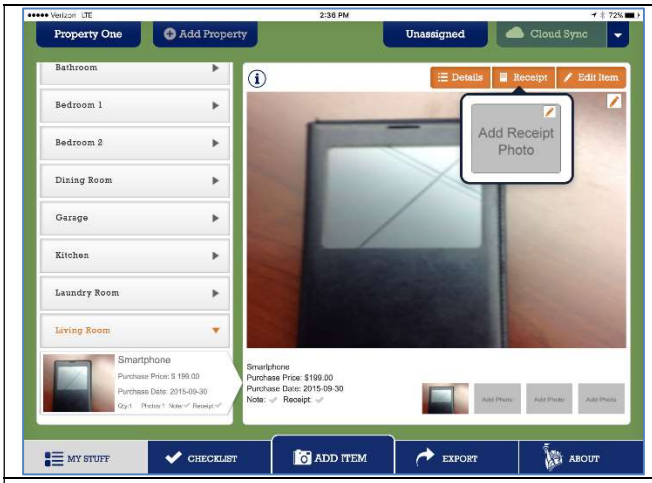
Property One Screen



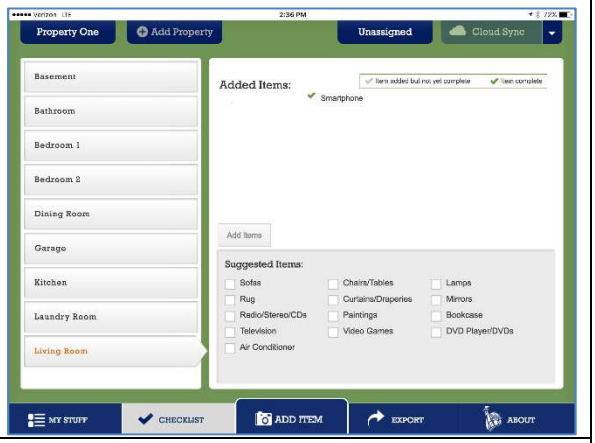
Add Item

Photo of an Item

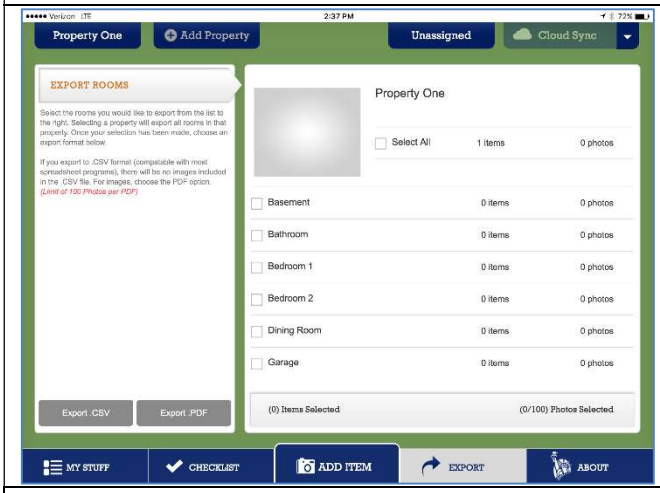
	
Item Information	Item Information Added
	
Room (Living Room) with Item Added	Details



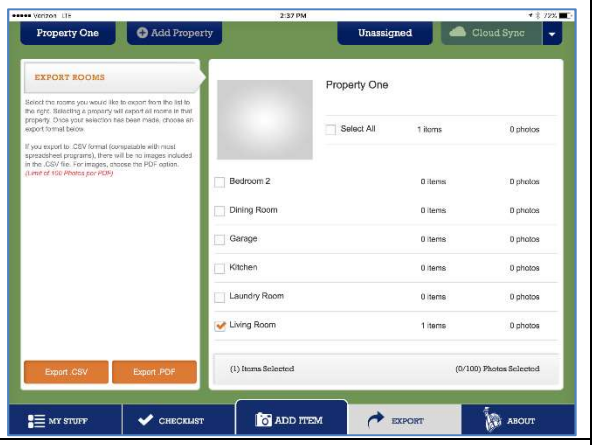
Receipt



Checklist



Save & Export



Save & Export

Task 3: Application Retrospective: Tutorial (5 Minutes)

Did you notice anywhere in this app where you could get a walk-through of how the app worked? **Were you confident that you knew how to use the app?**

- [if they went through it]
  a. Did this offer value? if yes

  b. Do you go through tutorials typically? (if yes) When was the last time you went through a tutorial?

  c. How could the tutorial be improved?

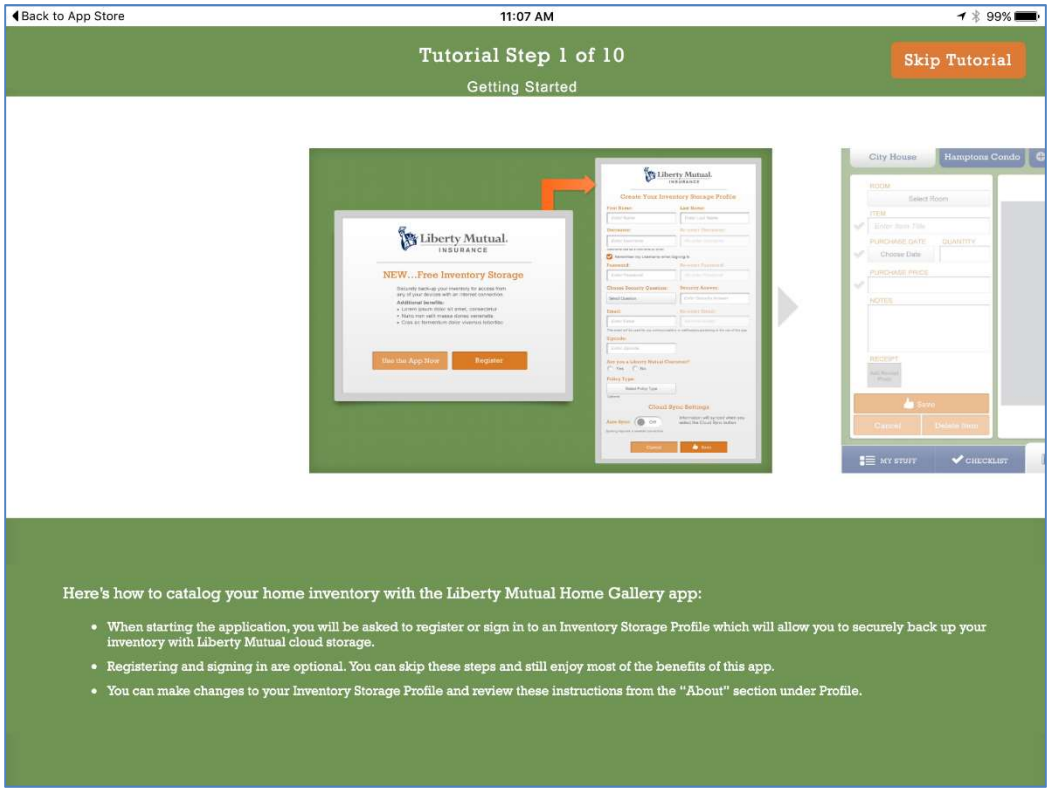
  d. If you had to access it again, how would you go back to it?

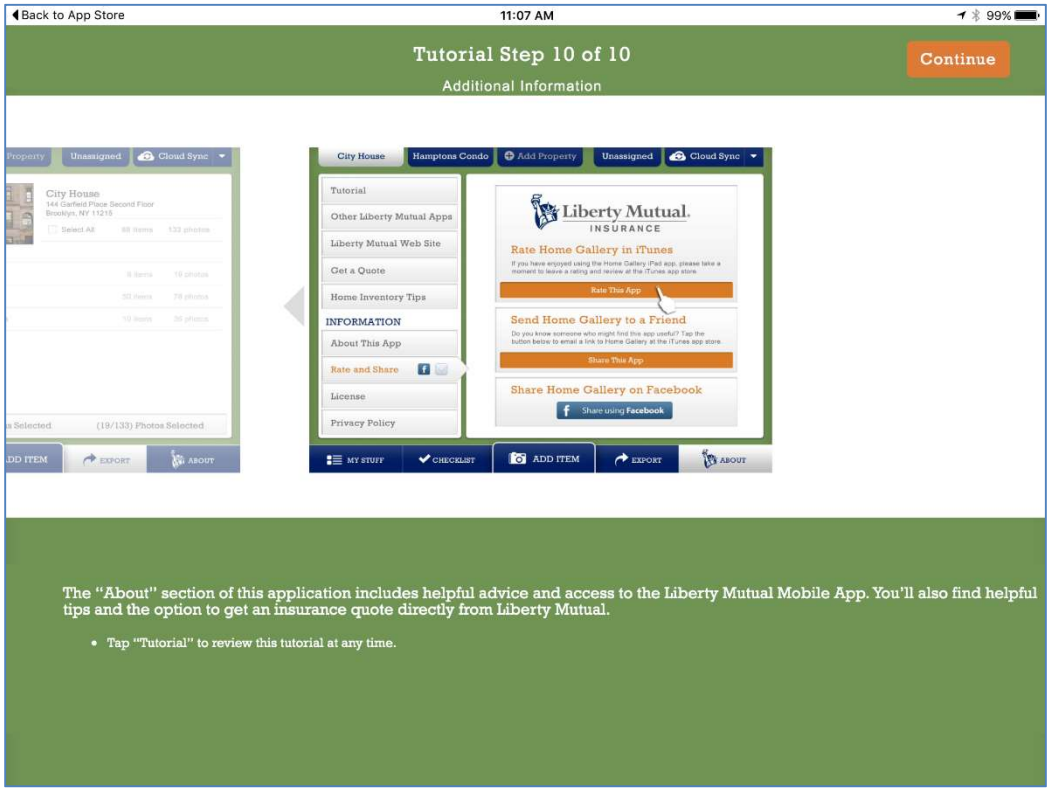
- [if they closed it]
  a. Why did you close the tutorial?

  b. Do you go through tutorials typically? (if yes) When was the last time you went through a tutorial?

  c. What could make the tutorial more valuable to you?

  d. If you had to access it again, how would you go back to it?


Back to App Store
11:07 AM
99%
Tutorial Step 1 of 10
Getting Started
Skip Tutorial
Liberty Mutual
INSURANCE
NEW…Free Inventory Storage
Use the App Now
Register
City House
Hamptons Condo
Here's how to catalog your home inventory with the Liberty Mutual Home Gallery app:
When starting the application, you will be asked to register or sign in to an Inventory Storage Profile which will allow you to securely back up your inventory with Liberty Mutual cloud storage.
Registering and signing in are optional. You can skip these steps and still enjoy most of the benefits of this app.
You can make changes to your Inventory Storage Profile and review these instructions from the "About" section under Profile.


Back to App Store
11:07 AM
99%
Tutorial Step 10 of 10
Additional Information
Continue
City House
Hamptons Condo
Add Property
Unassigned
Cloud Sync
Tutorial
Other Liberty Mutual Apps
Liberty Mutual Web Site
Get a Quote
Home Inventory Tips
INFORMATION
About This App
Rate and Share
License
Privacy Policy
Liberty Mutual
INSURANCE
Rate Home Gallery in iTunes
Rate This App
Send Home Gallery to a Friend
Share This App
Share Home Gallery on Facebook
Share using Facebook
MY STUFF
CHECKLIST
ADD ITEM
EXPORT
ABOUT
The "About" section of this application includes helpful advice and access to the Liberty Mutual Mobile App. You'll also find helpful tips and the option to get an insurance quote directly from Liberty Mutual.
Tap "Tutorial" to review this tutorial at any time.

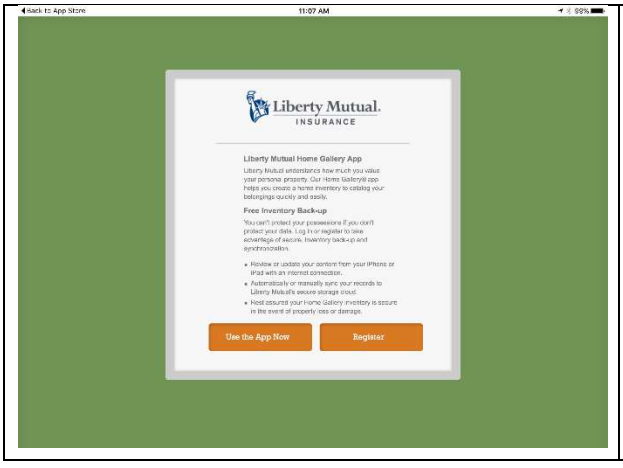
Task 4: Application Retrospective: Registration Screen (5 Minutes)

Let us start back at the beginning. You downloaded the application and were greeted with the Registration screen. Did you understand this screen? How would you describe it to someone else?

NOTE TO MODERATOR: If participant did not sign up (register), have them try it out and give feedback. If you did not choose to register initially when you opened the app, why not? Having used the app, would you register it? Do you see any value in registering it?

- [if necessary] How would you expect this screen to work?

- [if necessary] What would make this screen easier to understand?

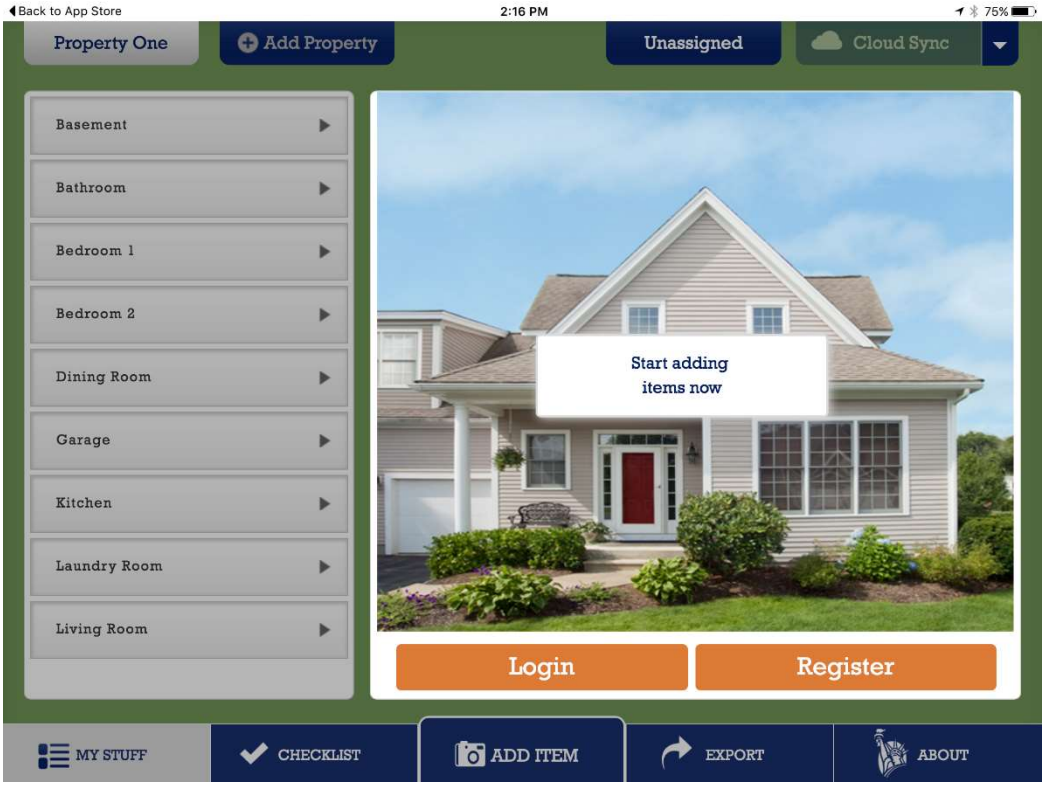


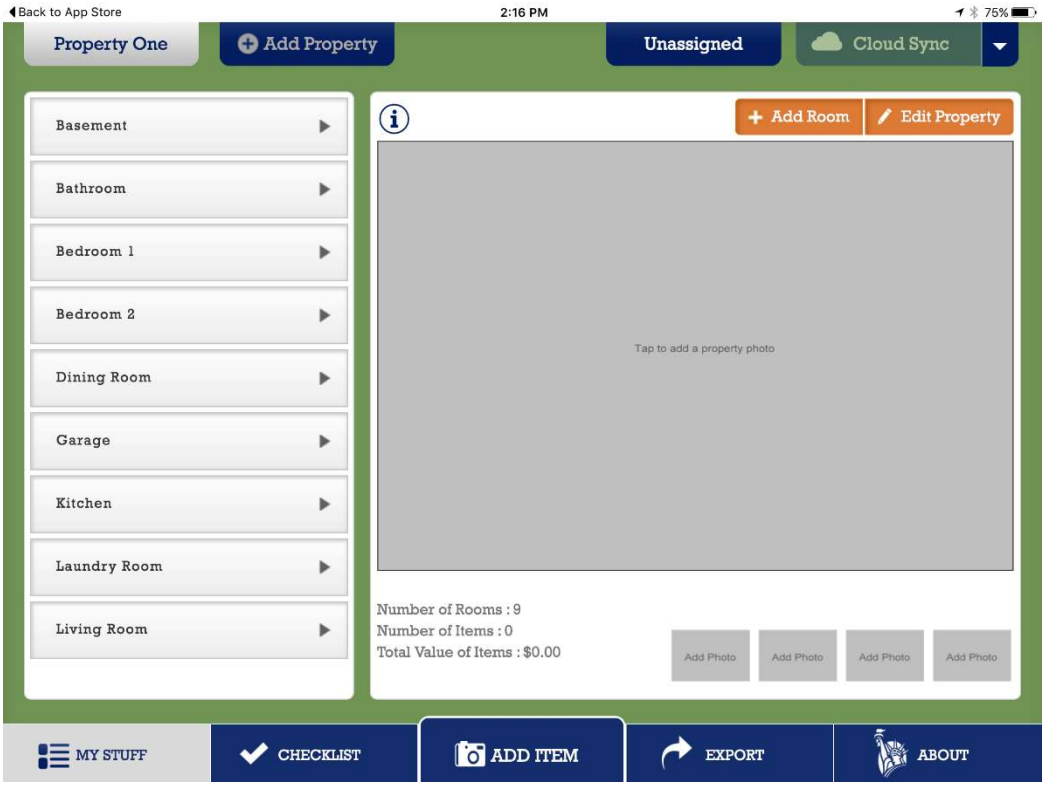
Task 5: Application Retrospective: Property One Setup (5 Minutes)

Did you notice anywhere in this app where you could enter information about your home, condo, or apartment?

- Is this what you expected to do after adding a property to the application? How would you have wanted to "start" the process?

- Was it clear to you where you were in this process?




Back to App Store
2:16 PM
75%
Property One
Add Property
Unassigned
Cloud Sync
Basement
Bathroom
Bedroom 1
Bedroom 2
Dining Room
Garage
Kitchen
Laundry Room
Living Room
Add Room
Edit Property
Tap to add a property photo
Number of Rooms : 9
Number of Items : 0
Total Value of Items : $0.00
Add Photo
Add Photo
Add Photo
Add Photo
MY STUFF
CHECKLIST
ADD ITEM
EXPORT
ABOUT

Task 6: Application Retrospective: Adding Items (10 Minutes)

During your walk-about, you went through the process of tracking some of your personal possessions. Walk me through the process again. Is this what you expected to do? How would you have wanted to "start" the process?

Add Item Screen/Select Room

- Did you understand this screen?

- Is this what you expected to do after adding a property to the application? How would you have wanted to "start" the process?

- [if necessary] How would you expect this screen to work?

- [if necessary] What would make this screen easier to understand?

- Was it clear to you where you were in this process?

- How would you add, delete, edit, or re-order the rooms to suit your convenience?

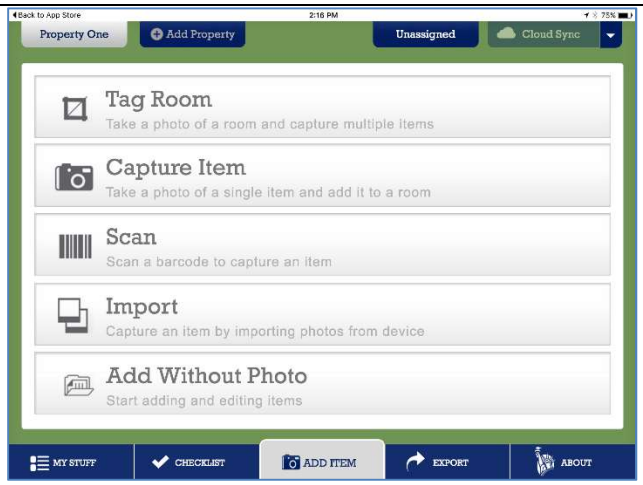
- If you had a room in your house that wasn't listed, what would you do?

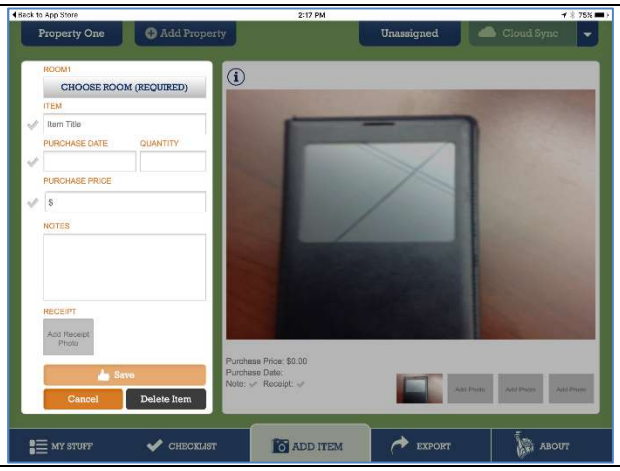
Photo Capture

1. Is this how you expected to begin entry of your personal possessions, by taking a photo? Comment on your preferred approach.

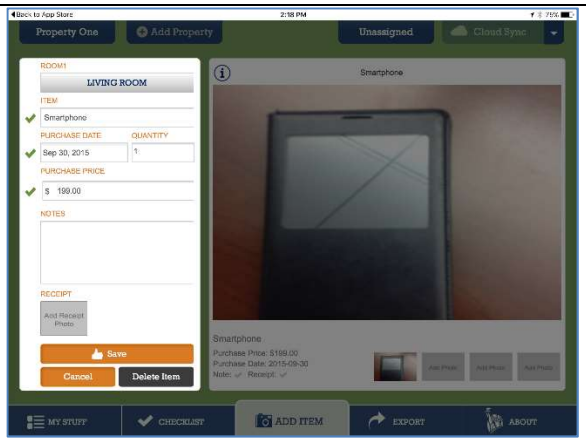
    a. Do you feel you must take a photo to continue?

2. How many photos would you take of your personal possessions? How many would you expect the application allows per personal possession?

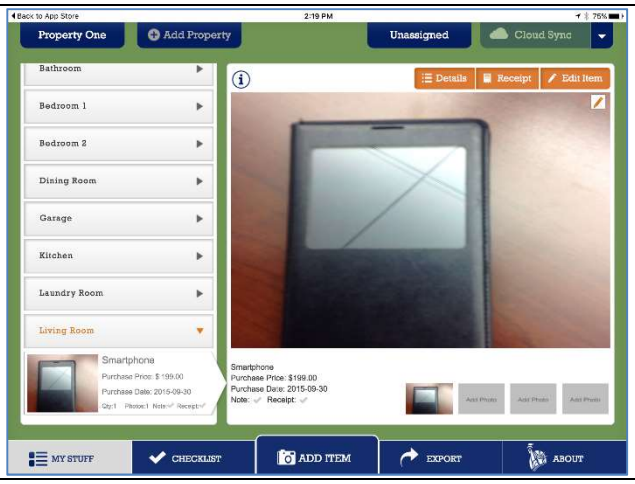
	
Add Item	Photo of an Item



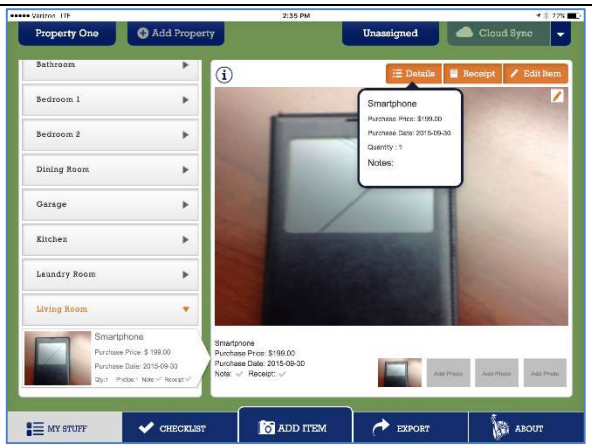
Item Information



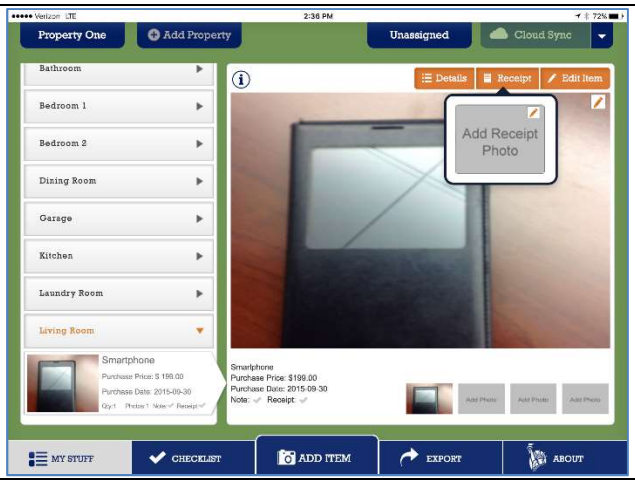
Item Information Added



Room (Living Room) with Item Added



Details



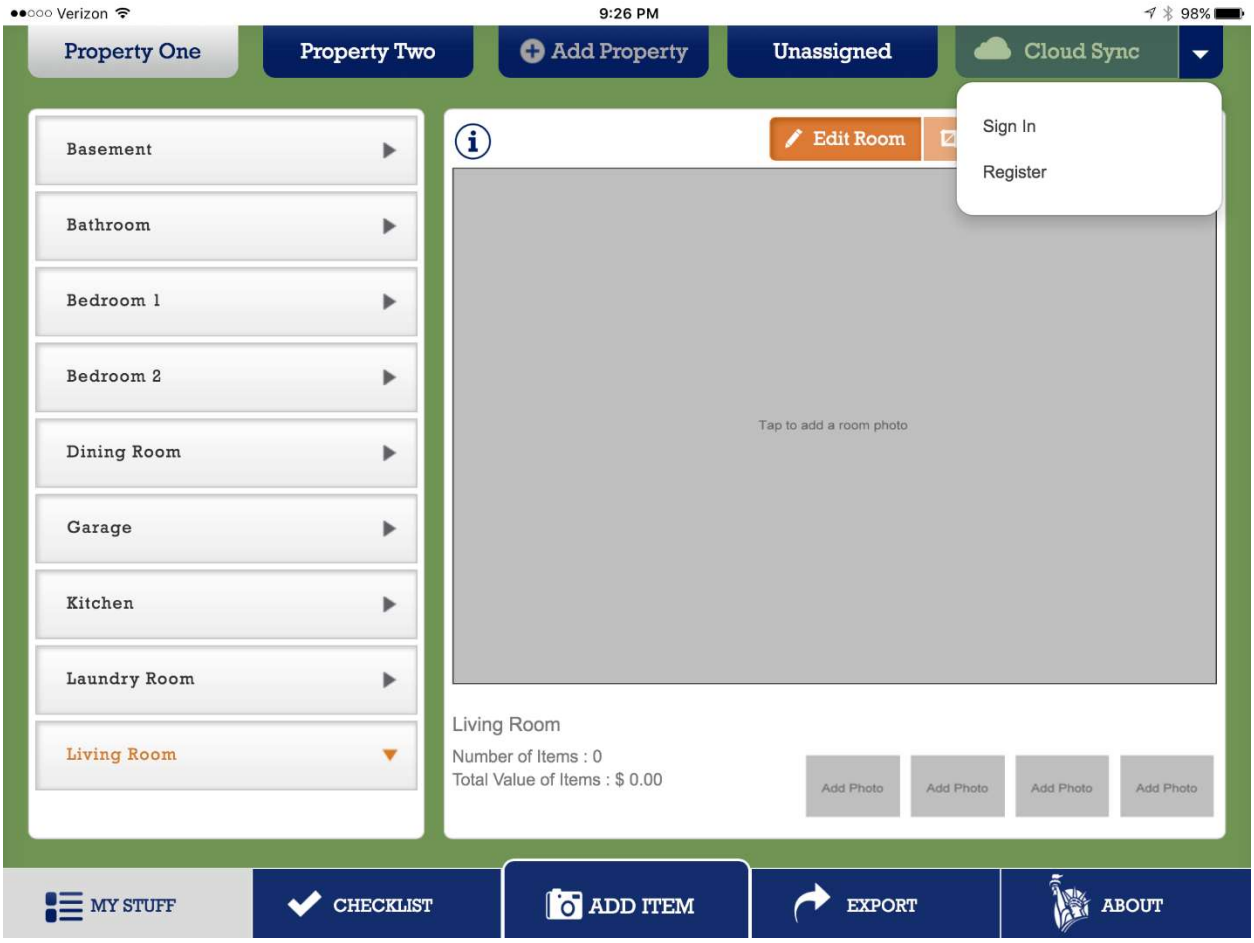
Receipt

Task 7: Application Retrospective: Cloud Synch (5 Minutes)

Did you notice the "Cloud Sync" option? What do you think it does? Would you or would you not use it?

NOTE TO MODERATOR: Do participants think information is synched to our company's servers or to the Apple iCloud? ASK: Do you know what is meant by the "cloud"? "cloud synch"? Where do you think this information is located in the cloud?

Are you or are you not concerned about the privacy and security of your data (in the cloud)?



Task 8: Application Retrospective: Export and Save (5 Minutes)

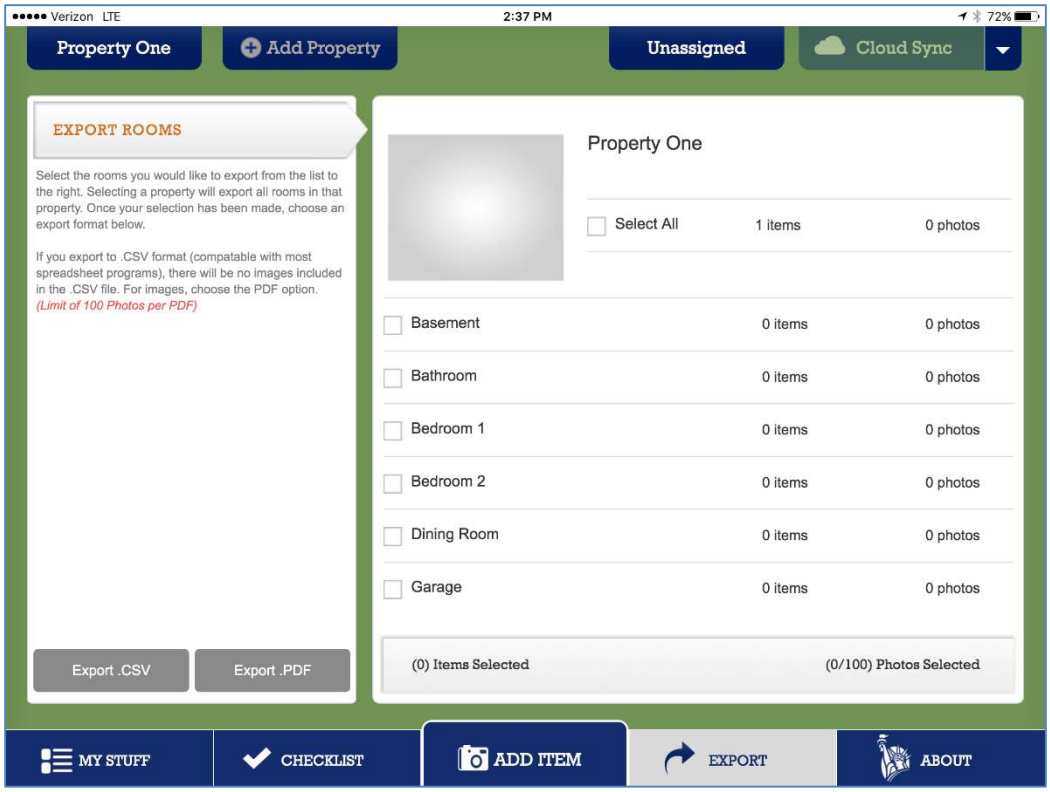
Let us assume you have entered all your personal possessions into this application. Did you see anywhere you could send the personal possessions you tracked to yourself or someone else?

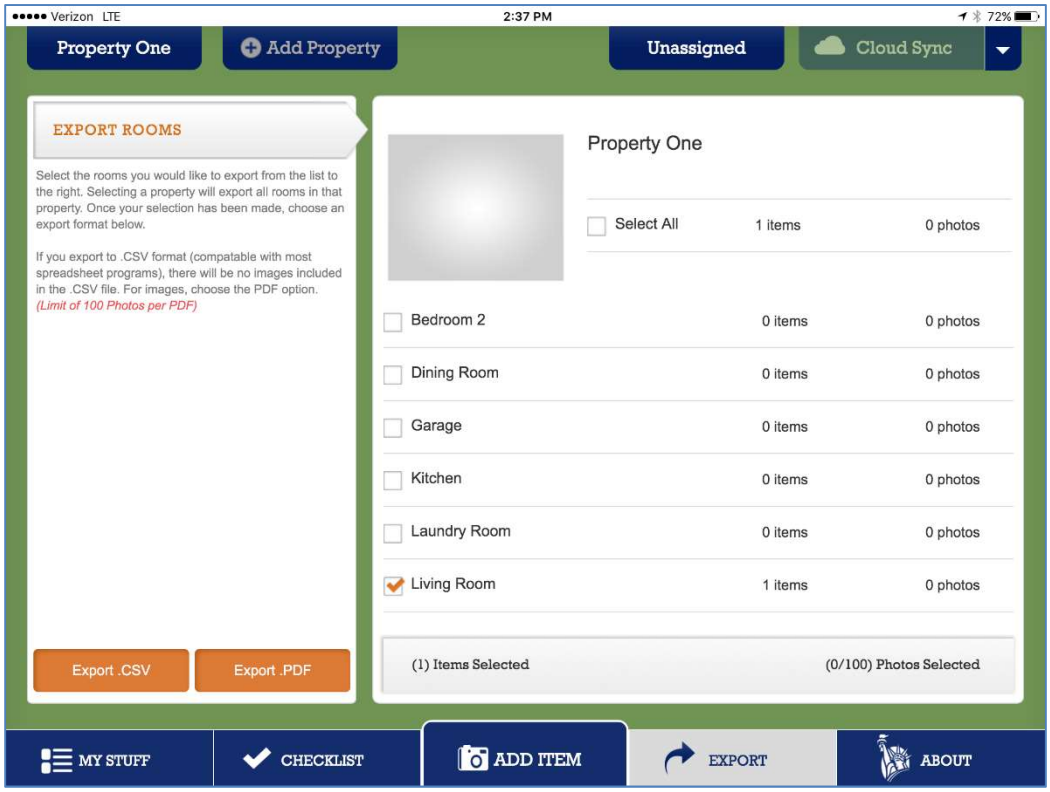
- How would you want to have a copy of everything you entered?

- How would you organize the list – what options would you like to have?

- What format would be most useful to you?

- How would you want to get a copy of this list?


Verizon LTE
2:37 PM
72%
Property One
Add Property
Unassigned
Cloud Sync
EXPORT ROOMS
Select the rooms you would like to export from the list to the right. Selecting a property will export all rooms in that property. Once your selection has been made, choose an export format below.
If you export to .CSV format (compatable with most spreadsheet programs), there will be no images included in the .CSV file. For images, choose the PDF option.
(Limit of 100 Photos per PDF)
Export .CSV
Export .PDF
Property One
Select All 1 items 0 photos
Basement 0 items 0 photos
Bathroom 0 items 0 photos
Bedroom 1 0 items 0 photos
Bedroom 2 0 items 0 photos
Dining Room 0 items 0 photos
Garage 0 items 0 photos
(0) Items Selected
(0/100) Photos Selected
MY STUFF
CHECKLIST
ADD ITEM
EXPORT
ABOUT


Verizon LTE
2:37 PM
72%
Property One
Add Property
Unassigned
Cloud Sync
EXPORT ROOMS
Select the rooms you would like to export from the list to the right. Selecting a property will export all rooms in that property. Once your selection has been made, choose an export format below.
If you export to .CSV format (compatable with most spreadsheet programs), there will be no images included in the .CSV file. For images, choose the PDF option.
(Limit of 100 Photos per PDF)
Export .CSV
Export .PDF
Property One
Select All 1 items 0 photos
Bedroom 2 0 items 0 photos
Dining Room 0 items 0 photos
Garage 0 items 0 photos
Kitchen 0 items 0 photos
Laundry Room 0 items 0 photos
Living Room 1 items 0 photos
(1) Items Selected
(0/100) Photos Selected
MY STUFF
CHECKLIST
ADD ITEM
EXPORT
ABOUT

Post-Task Questions (10 Minutes)

1. What is your overall impression of the app? Please give the app a grade from "A" to "F."

Grade: _____
Why did you give this grade?

2. If you could make changes to the app, what would they be and why? Is there any key functionality missing that you feel would help you track what personal possessions you own? [As appropriate, allow participant to go back to the app.]

3. What did you like **best** about the app?

4. What did you like **least** about the app?

5. Have you ever used other applications similar to this one?

6. If you did not choose to register initially when you opened the app, why not? Having used the app, would you register it? Why or why not? Do you see any value in registering?

7. How many items would you expect to add to this app in order to catalog the personal possessions in your home? How long do you think that would take using this app?

8. Do you think you would or would not need to update your possessions? How often?

8. Using the following scale, where 1 is Not At All Likely and 7 is Very Likely, how likely or unlikely would you be to use such an app in the future? Why or why not?

Not At All Likely						Very Likely
1	2	3	4	5	6	7

Emotional Response (5 Minutes)

Here are a number of words that help describe how you feel about this application. Please select the top three words that describe your reaction to using this app to keep track of all your personal possessions.

- ☐ Appealing
- ☐ Busy
- ☐ Clean
- ☐ Confusing
- ☐ Credible
- ☐ Cutting edge
- ☐ Easy to use
- ☐ Effortless
- ☐ Engaging
- ☐ Frustrating
- ☐ Fun
- ☐ Hard to Use
- ☐ Helpful
- ☐ Impractical
- ☐ Inconsistent
- ☐ Innovative
- ☐ Intimidating
- ☐ Intuitive
- ☐ Irrelevant
- ☐ Irresponsible
- ☐ Organized
- ☐ Overwhelming
- ☐ Practical
- ☐ Professional
- ☐ Relevant
- ☐ Responsible
- ☐ Straightforward
- ☐ Trustworthy
- ☐ Unhelpful
- ☐ Unreliable

Outline of Tasks: Encircle

Task 1: App Search and Download (5 Minutes)

- You want to find and install an application that will allow you to create and store a list of your personal possessions. Please show me how you would proceed.

Task 2: Walk-About for 2-4 Personal Possessions (20 Minutes)

- You now have the application on your device. Go ahead and start the application. Assume you would like to track some of the personal possessions in your home/condo/apartment. Please walk me through what you would do.

Task 3: Application Retrospective: Sign Up/Log In Screen (5 Minutes)

- Let us start back at the beginning. You downloaded the application and were greeted with sign-up screen. Did you understand this screen?

Task 4: Application Retrospective: Property Setup (5 Minutes)

- Did you notice anywhere in this app where you could enter information about your home, condo, or apartment?

Task 5: Application Retrospective: Adding Items (10 Minutes)

- During your walk-about, you went through the process of tracking some of your personal possessions. Walk me through the process again. Is this what you expected to do? How would you have wanted to “start” the process?

Task 6: Application Retrospective: Export and Save (5 Minutes)

- Let us assume you have entered all your personal possessions into this application. Did you see anywhere you could send the personal possessions you tracked to yourself or someone else?

Task 1: App Search & Download (5 Minutes)

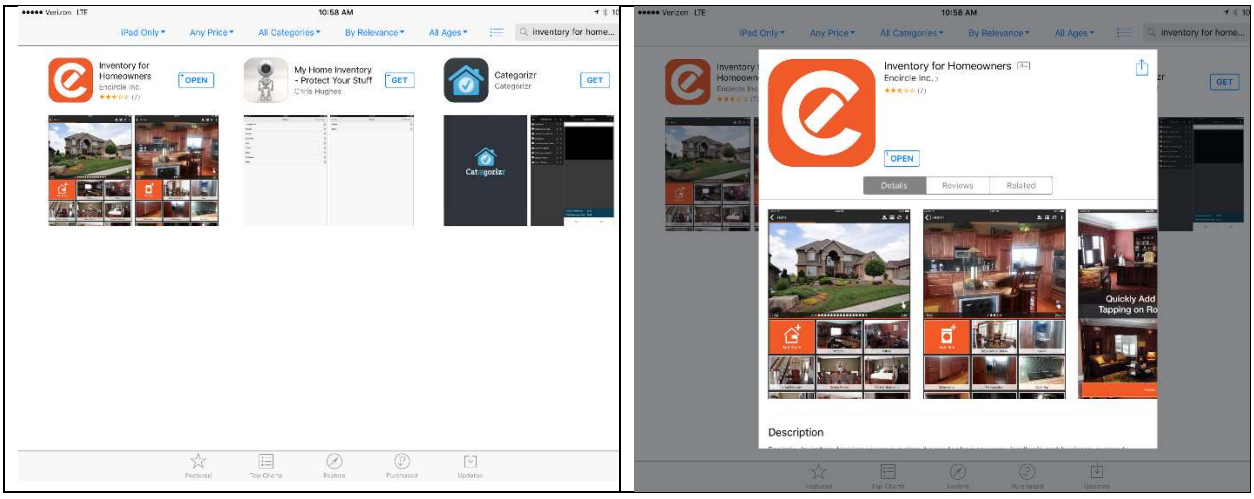
APP: Encircle

You want to find and install an application that will allow you to create and store a list of your personal possessions. Please show me how you would proceed.

Task Questions

1. How would you find it? What would you expect this application to be called? [If they need help, go to App Store and search for "inventory for homeowners" to find Encircle.]

2. Please install the application on your iPad.



Task 2: Walk-About for 2-4 Personal Possessions (20 Minutes)

You now have the application on your device. Go ahead and start the application. Assume you would like to track some of the personal possessions in your house/condo/apartment. Please walk me through what you would do.

Task Questions

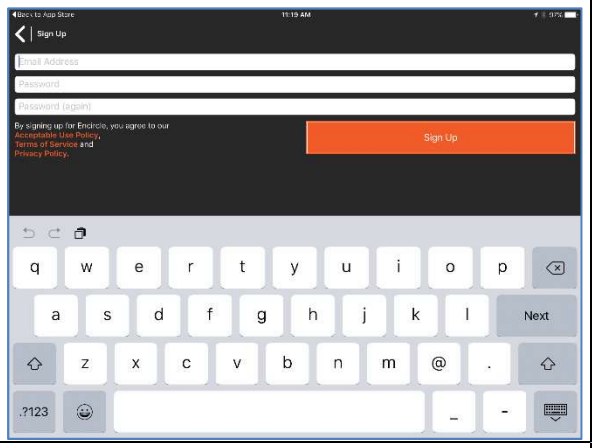
If you can speak out loud as you're completing this task, I will just listen, and not interrupt.

[Note down the following:

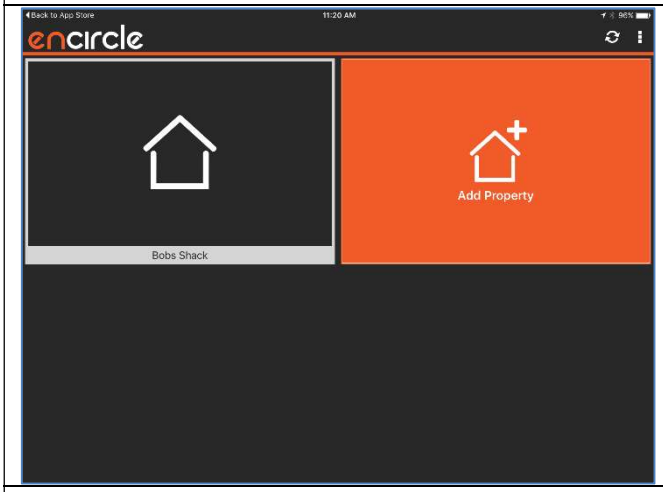
Where they want to start (by item, by room, by category)
Do they follow the tutorial? Are they able to understand it – does it help/hinder?
What causes confusion?]

[Allow participants to select 2-4 items of choice, and watch them walk through the process. After they have captured 2-4 items, end the task and return to a seated area.]

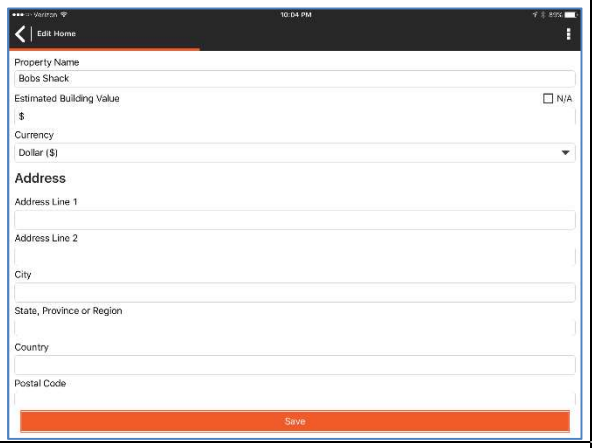
Sign Up / Log In Screen



Sign Up Screen

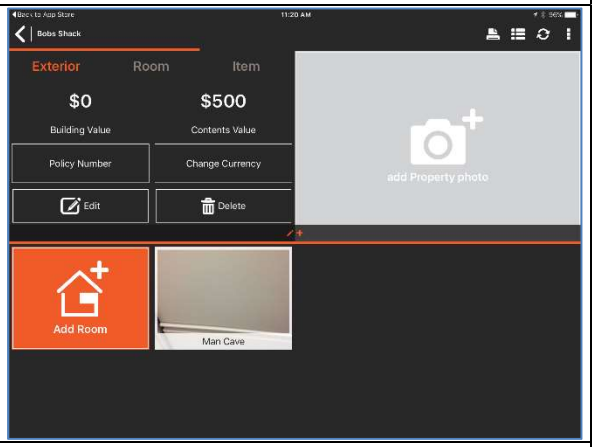


Property Screen

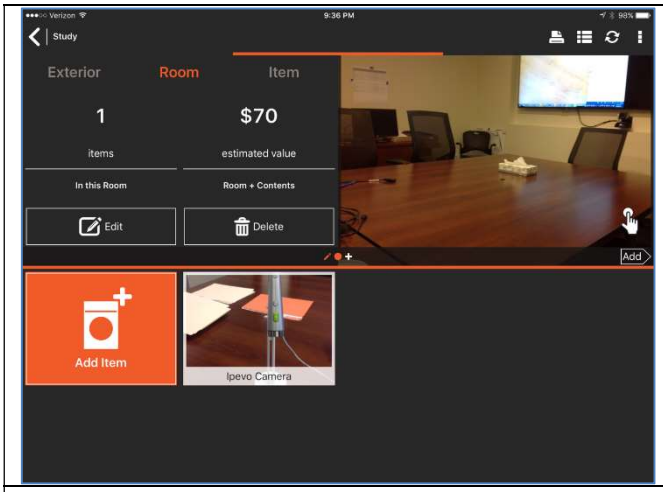


Property Screen: Editing Property Info

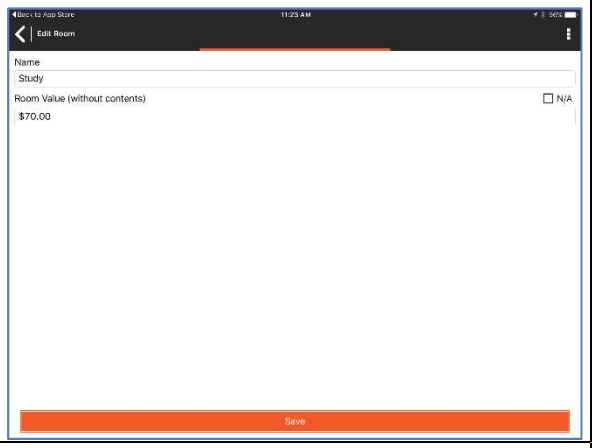
Users can "Edit" the Property screen by tapping the Edit button ->



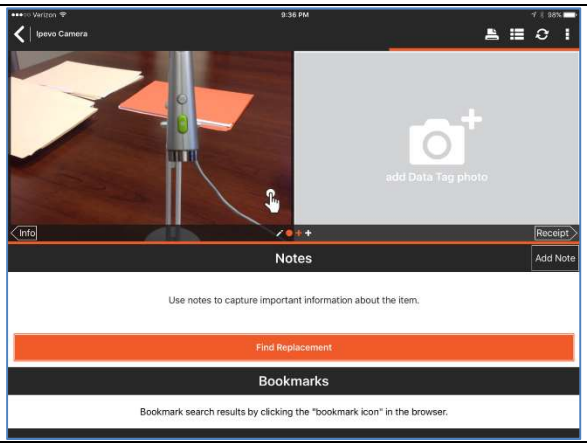
Property (Exterior) Screen
(with a Room and an Item Added)



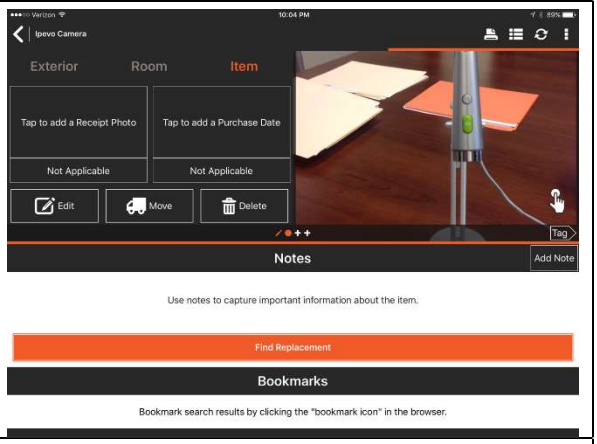
Room Screen



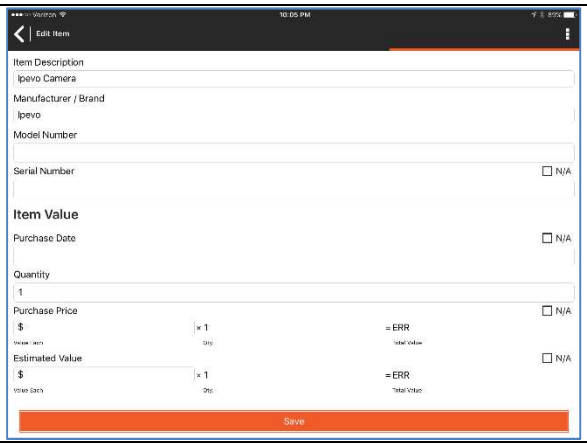
Edit Room (accessed from Edit button on Room Screen)



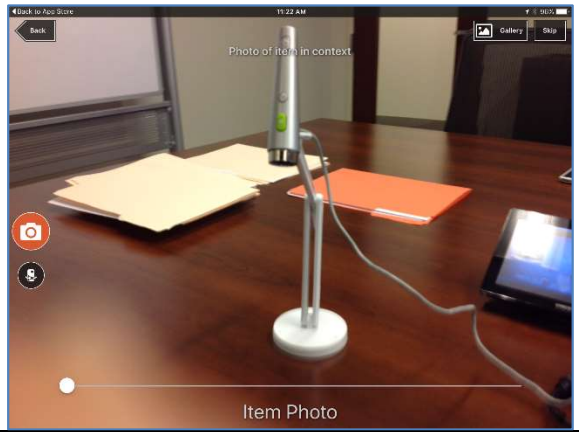
Item Screen 1



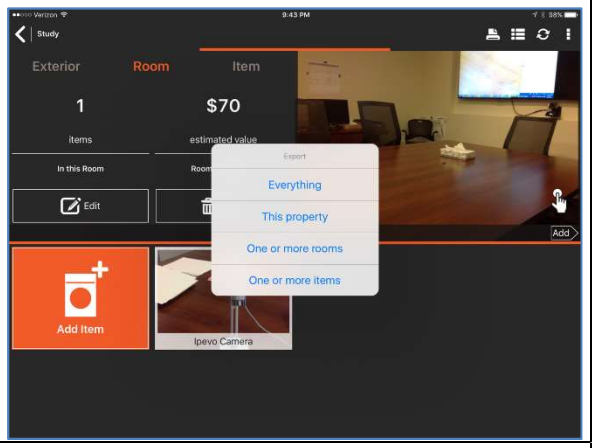
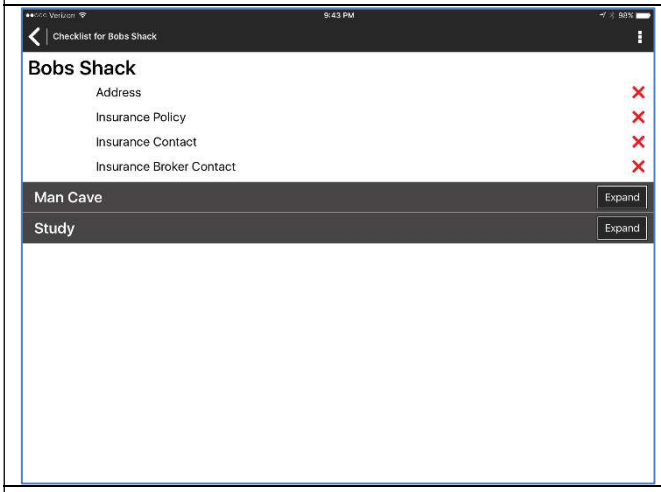
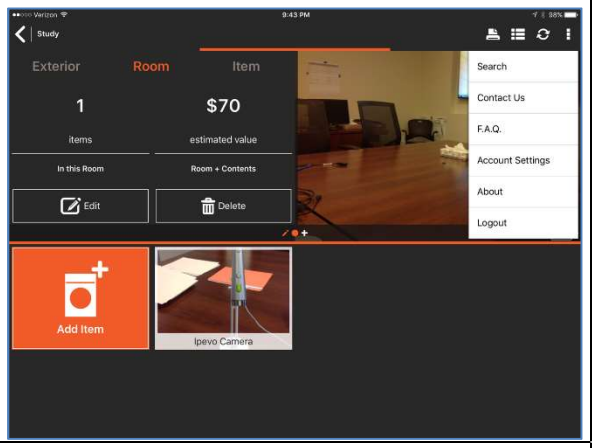
Item Screen 2 (accessed from “Info” on Item Screen 1)



Item: Edit Item (accessed from Info button on Item Screen, then Edit button)



Item Photo

	
Model # / Serial # Photo	Export Feature (Accessed via Print Icon in Upper Right)
	
Checklist (Accessed via Checklist Icon in Upper Right of Main Screen)	Menu (Accessed via Kebab Icon in Upper Right)

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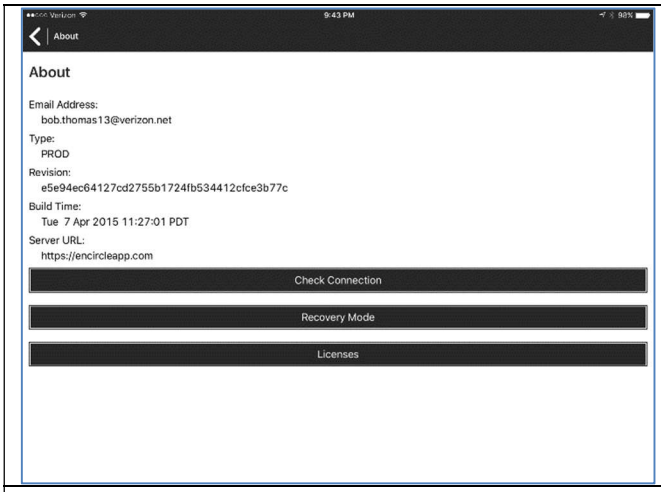
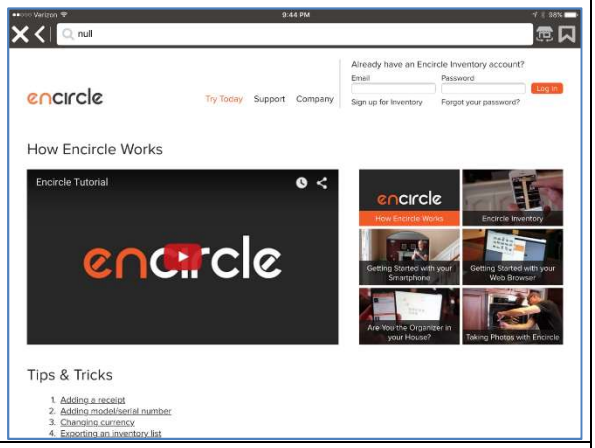
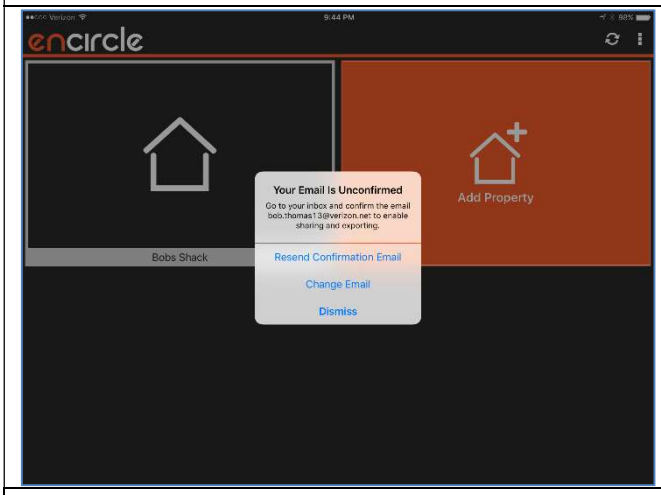
<tr><td> 
</td><td> 
</td></tr>
<tr><td>About (from kebab menu)</td><td>F.A.Q. (from kebab menu)</td></tr>
<tr><td> 
</td><td></td></tr>
<tr><td>Your Email Is Unconfirmed Dialog (appears when relaunching Encircle but you haven’t confirmed your email address)</td><td></td></tr>
</table>

Task 3: Application Retrospective: Sign Up/Log In Screen (5 Minutes)

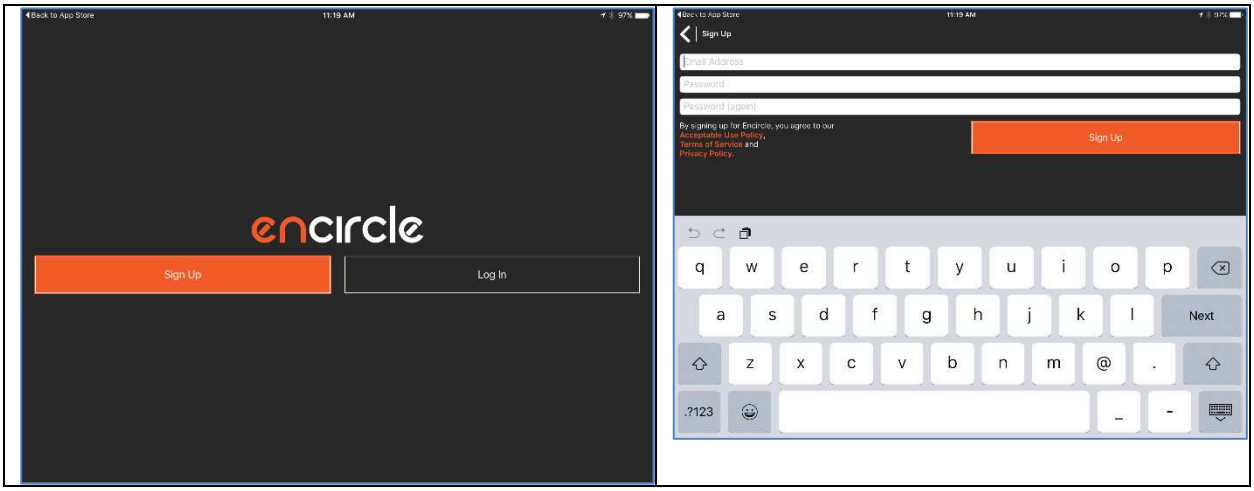
Let us start back at the beginning. You downloaded the application and were greeted with the Sign Up/Log In screen. Did you understand this screen? How would you describe it to someone else?

NOTE TO MODERATOR: What would participants enter for their email address? Would they continue or exit when faced with this screen?

- [if necessary] How would you expect this screen to work?

- [if necessary] What would make this screen easier to understand?

- [if necessary] Would you sign up? Why or why not?

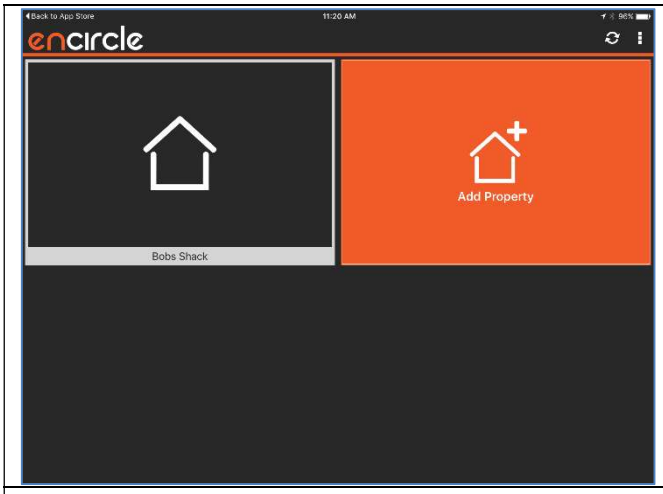


Task 4: Application Retrospective: Property Setup (5 Minutes)

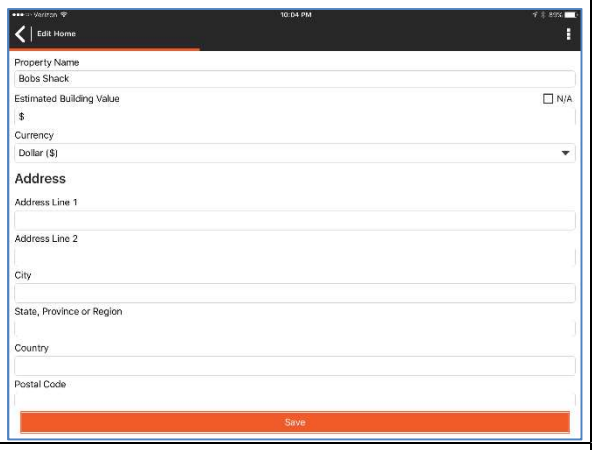
Did you notice anywhere in this app where you could enter information about your home, condo, or apartment?

- Is this what you expected to do after adding a property to the application? How would you have wanted to "start" the process?

- Was it clear to you where you were in this process?

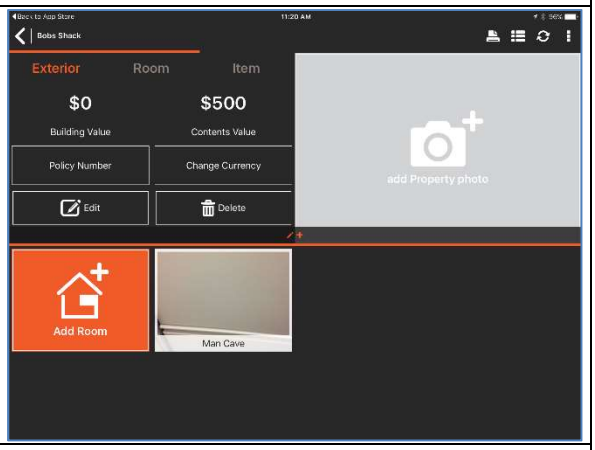


Property Screen



Property Screen: Editing Property Info

Users can "Edit" the Property screen by tapping the Edit button ->



Property (Exterior) Screen
(with a Room and an Item Added)

Task 5: Application Retrospective: Adding Items (10 Minutes)

During your walk-about, you went through the process of tracking some of your personal possessions. Walk me through the process again. Is this what you expected to do? How would you have wanted to "start" the process?

Add Item Screen/Select Room

- Did you understand this screen?

- Is this what you expected to do after adding a property to the application? How would you have wanted to "start" the process?

- [if necessary] How would you expect this screen to work?

- [if necessary] What would make this screen easier to understand?

- Was it clear to you where you were in this process?

- How would you add, delete, edit, or re-order the rooms to suit your convenience?

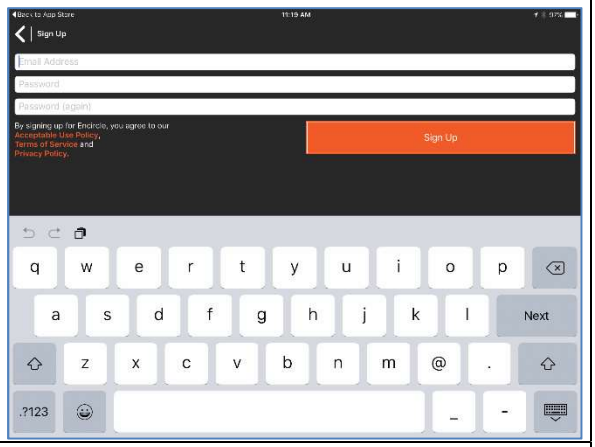
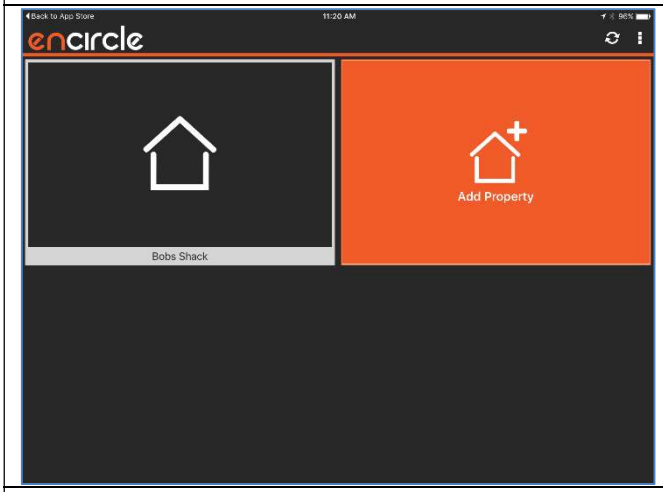
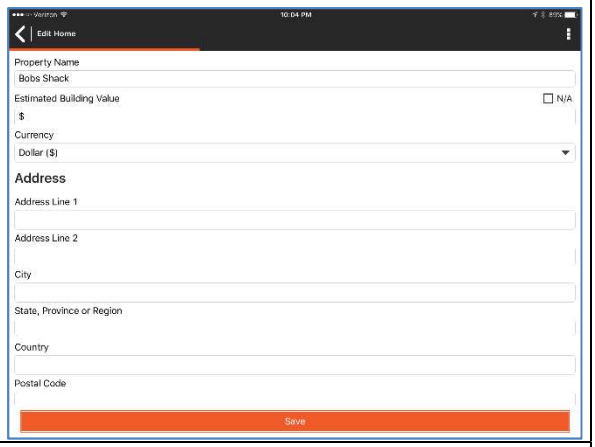
- If you had a room in your house that wasn't listed, what would you do?

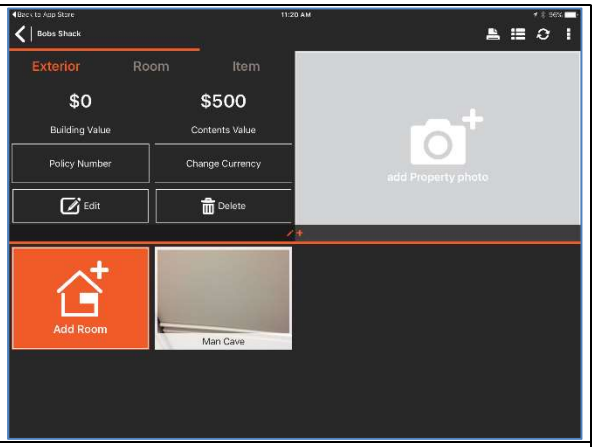
Photo Capture

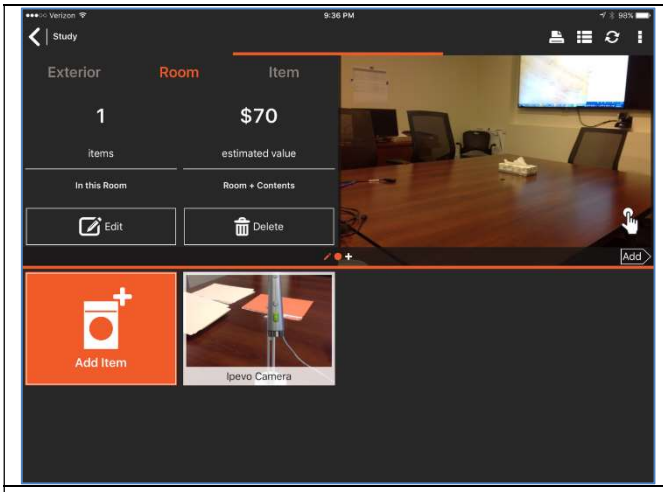
1. Is this how you expected to begin entry of your personal possessions, by taking a photo? Comment on your preferred approach.

    a. Do you feel you must take a photo to continue?

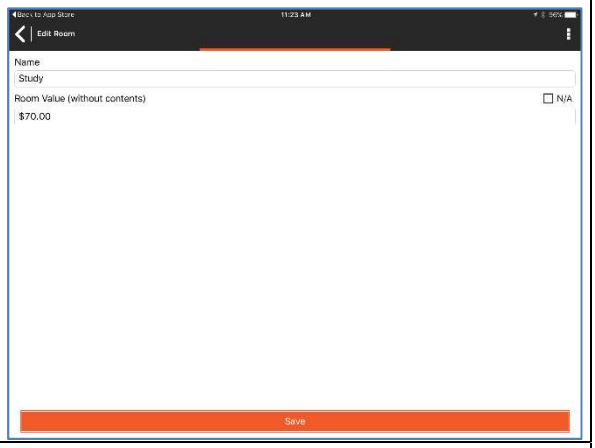
2. How many photos would you take of your personal possessions? How many would you expect the application allows per personal possession?

	
Sign Up / Log In Screen	Sign Up Screen
	
Property Screen	Property Screen: Editing Property Info

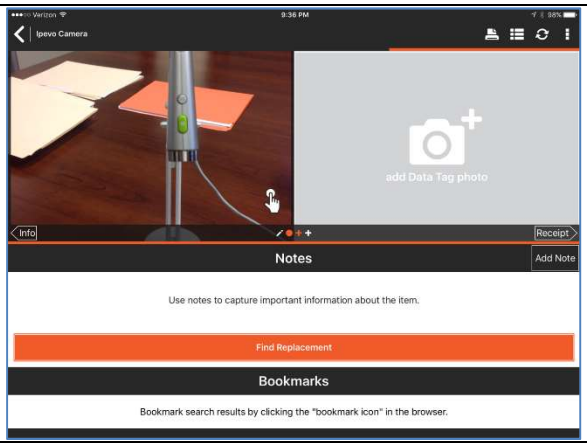
Users can "Edit" the Property screen by tapping the Edit button ->	
	Property (Exterior) Screen (with a Room and an Item Added)



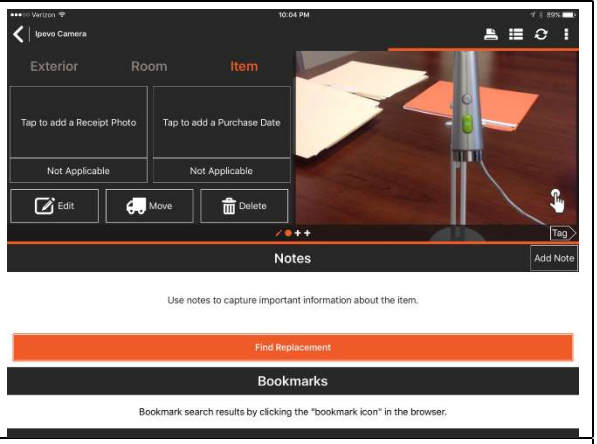
Room Screen



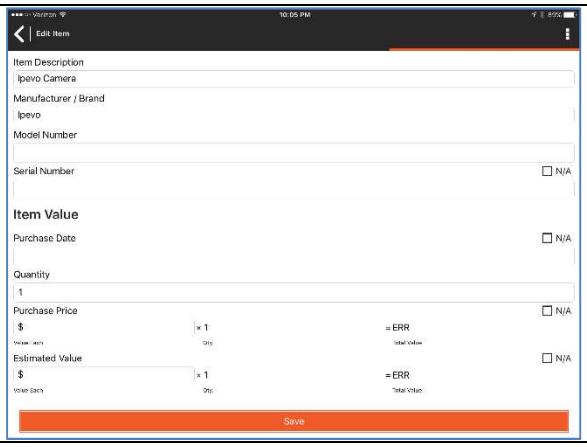
Edit Room (accessed from Edit button on Room Screen)



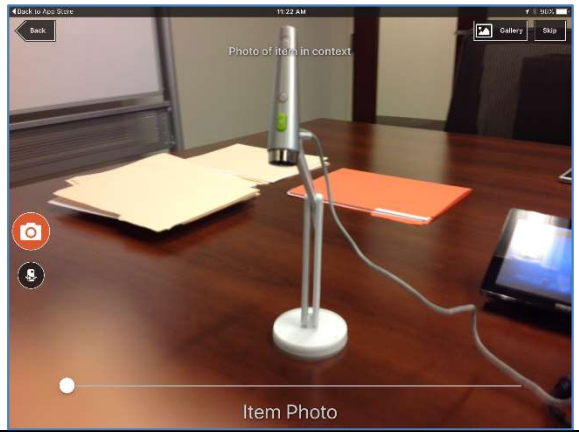
Item Screen 1



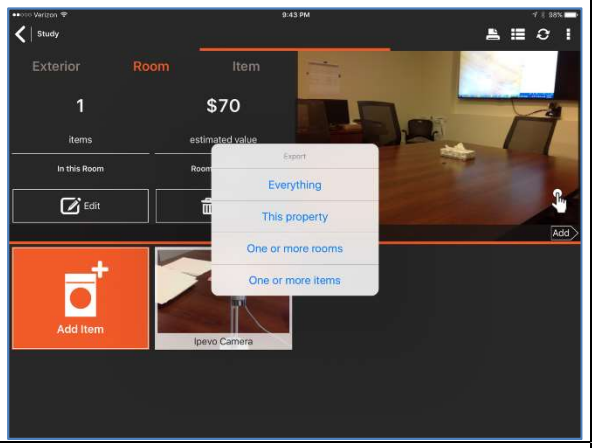
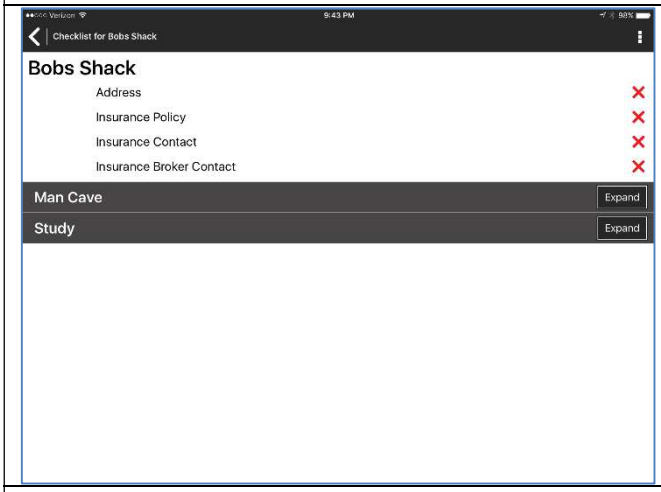
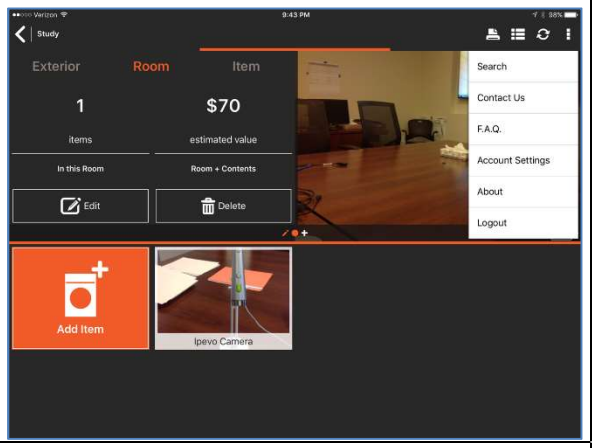
Item Screen 2 (accessed from “Info” on Item Screen 1)



Item: Edit Item (accessed from Info button on Item Screen, then Edit button)



Item Photo

	
Model # / Serial # Photo	Export Feature (Accessed via Print Icon in Upper Right)
	
Checklist (Accessed via Checklist Icon in Upper Right of Main Screen)	Menu (Accessed via Kebab Icon in Upper Right)

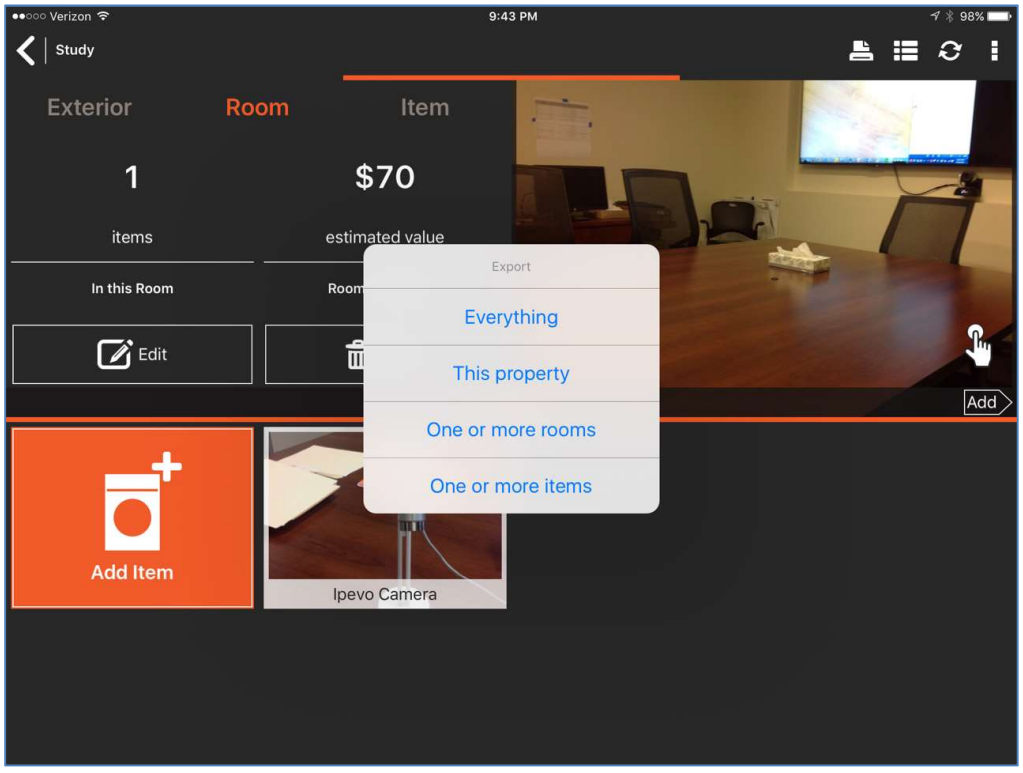
Task 6: Application Retrospective: Export and Save (5 Minutes)

Let us assume you have entered all your personal possessions into this application. Did you see anywhere you could send the personal possessions you tracked to yourself or someone else?

- How would you want to have a copy of everything you entered?

- What format would be most useful to you?

- How would you want to get a copy of this list?



Post-Task Questions (10 Minutes)

1. **What is your overall impression of the app? Please give the app a grade from "A" to "F."**

   Grade: _____
   Why did you give this grade?

2. **If you could make changes to the app, what would they be and why? Is there any key functionality missing that you feel would help you track what personal possessions you own? [As appropriate, allow participant to go back to the app.]**

3. What did you like **best** about the app?

4. What did you like **least** about the app?

5. Have you ever used other applications similar to this one?

6. ORIGINAL SIGN-UP SCREEN: Having used the app, would you sign up to use it? If so what would you enter for an email address? **[NOTE TO MODERATOR: want to see if they would enter a real email address]** Would you continue or exit when faced with this screen?

7. **How many items would you expect to add to this app in order to catalog the personal possessions in your home? How long do you think that would take with this app?**

8. **Would you need to update the app? How often?**

8. Using the following scale, where 1 is Not At All Likely and 7 is Very Likely, how likely or unlikely would you be to use such an app in the future? Why

Not At All Likely						Very Likely
1	2	3	4	5	6	7

Emotional Response (5 Minutes)

Here are a number of words that help describe how you feel about this application. Please select the top three words that describe your reaction to using this app to keep track of all your personal possessions.

- ☐ Appealing
- ☐ Busy
- ☐ Clean
- ☐ Confusing
- ☐ Credible
- ☐ Cutting edge
- ☐ Easy to use
- ☐ Effortless
- ☐ Engaging
- ☐ Frustrating
- ☐ Fun
- ☐ Hard to Use
- ☐ Helpful
- ☐ Impractical
- ☐ Inconsistent
- ☐ Innovative
- ☐ Intimidating
- ☐ Intuitive
- ☐ Irrelevant
- ☐ Irresponsible
- ☐ Organized
- ☐ Overwhelming
- ☐ Practical
- ☐ Professional
- ☐ Relevant
- ☐ Responsible
- ☐ Straightforward
- ☐ Trustworthy
- ☐ Unhelpful
- ☐ Unreliable

COMPARE: Which app would you be more likely to use, and why?

1. **Which of the 2 apps would you be more likely to use in the future, and why?**

2. **Using the following scale, where 1 is Not At All Likely and 7 is Very Likely, how likely or unlikely would you be to use this app in the future? Why**

Not At All Likely						**Very Likely**
1	2	3	4	5	6	7