

## User Testing Guide

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The purpose of this activity is to further your understanding of the customers' experience on a specific product/service by documenting their actions, reactions, emotions and concrete facts coming from how they use the product. Typically, you can pick a product at your choice (e.g. mobile app, credit cards, bank accounts, internet banking,..) and watch at least 3 people from generation Z using the product.

In this case, please use UniCredit's mobile website (you are free to choose any country of our presence) as a starting point to test out the experience Gen Z people have when trying to find a product/service, including its conditions, and apply for it. Examples of such might be payment accounts, credit card or mortgage. Each test should take no more than 45 minutes. It is not necessary to complete the application process.

To better approach the testing, take into consideration the following points:

1. It might be more convenient to exercise the user testing with a friend;
2. Explain the purpose of the research;
3. Tell participants that this is not a test of their ability, but a test of the mobile website;
4. Outline why this interview is important for you and how the research will be used;
5. Be respectful of the information you gather about the participant and mind the person's privacy;
6. Tell participants that they can stop at any time;
7. Don't forget to thank the person for their participation at the end.

During the test itself:

1. Make sure that you ask them to perform a specific task using the phone (as outlined before);
2. Tell the participants that they do not have to use their own information to complete the test (eg. share monthly income)
3. Ask the participants to verbalize their thoughts as they attempt to complete the task (eg. 'right now I am looking for the option in the menu but I can't find it')
4. Don't lead the participants, help them to complete the task or judge their actions – silently observe and make notes about your observations.
5. It is not necessary for the participants to complete the task. Take note if this is the result.

Types of activities to observe during the test:

- Does she/he spend time looking for what she/he needs?
- What function(s) of the site does she/he use?
- How many steps are there until she/he is done with the task?
- How much time does she/he spend on the site?
- How do her/his emotions change during the task?

After the test is over, ask the participants some follow-up questions:

- What was your overall feeling doing this task?
- What did you like about this activity?
- What was the hardest part about doing this task?
- Was there anything surprising or unexpected about this experience?
- What could be done to improve this experience?
- Was there anything missing from the site that you expected?