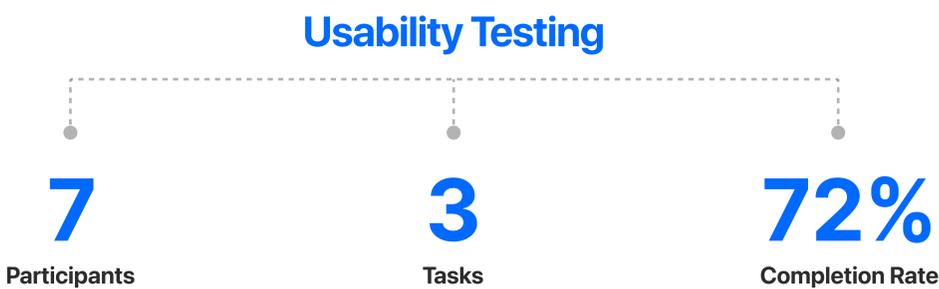


# Usability Testing

To understand if users can **complete key tasks** efficiently and confidently, and identify any **usability barriers** that impact ease of use or satisfaction.



## Moderator Test Script

**Zillow Mobile App Usability Test Script**

**Title:** Zillow Mobile App Usability Test  
**Moderator:** [Insert Name]  
**Participant ID:** [e.g., P01, P02, etc.]  
**Date:** [Insert Date]  
**Location/Platform:** [Zoom link or in-person location]

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**INTRODUCTION (10 minutes)**

**Moderator script:**  
 Hi! Thank you so much for taking the time to participate in this usability test today. My name is [Your Name], and I'm a UX design student working on a class project to improve the Zillow mobile app experience.

Today, we're going to walk through a few everyday tasks that someone might do when using Zillow to search for a home on their phone. We're not testing you—just observing how the app performs for real people like you. So don't worry about doing anything "right" or "wrong." Just do what feels natural.

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**Consent form:**  
 Before we begin, I'd like you to review and sign this consent form. It explains that your participation is voluntary, and we may record your session for internal educational purposes only. Let me know if you have any questions before signing.

Identification Information

Welcome and Consent

## Moderator Test Script

**Build rapport:**  
 Let's start by getting to know you a bit.

- Can you tell me a little about yourself?
- Have you ever used Zillow before—maybe to rent, browse, or even just out of curiosity?

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**TASKS (30–40 minutes)**

**Task 1: Map Interaction – “Find Your Neighborhood”**

**Scenario (read to participant):**  
 Let's say your name is **Ava**, and you're moving to Savannah soon to begin your first semester at SCAD. You're not super familiar with the city yet, but you've heard that a couple of neighborhoods are popular with students like you.

You're looking for a place in **two specific areas** you've researched and feel comfortable with—maybe somewhere walkable, close to a grocery store, a cafe, or a park.

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**Instructions:**  
 Use the Zillow app to **explore homes only within those two neighborhoods**. Try to **avoid listings from other areas of Savannah**, since you're not interested in those right now.

**prompts (if needed):**

- How confident are you that you're seeing homes only in the right areas?

Build Trust

-Tasks

Moderator Prompts

## Moderator Test Script

**WRAP-UP (10–15 minutes)**

Now that we've finished the tasks, I have a few final questions for you:

- How did that experience feel overall?
- Was there anything that surprised or frustrated you? Why?
- If you could change one thing about the Zillow app, what would it be?
- Would you personally use this app for a real house hunt? Why or why not?

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**Satisfaction Questionnaire:**  
 Great! Last step, please complete this short **System Usability Scale (SUS)** questionnaire so we can get a sense of how usable the app felt to you.

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**End script:**  
 That's everything for today. Thank you again—we really appreciate your time and feedback. What you shared today will help us improve the Zillow experience for future users just like you. Have a great day!

**Observations:**

Closing questions

System Usability Survey

Closing Remarks

## Participant Test Script

**Zillow Mobile App Usability Test – Participant Script**

**Hi there!**  
 Thanks so much for helping us test the Zillow mobile app today. We're trying to improve the experience for users like you. You'll walk through 3 tasks that simulate real-life situations. Please feel free to speak your thoughts aloud as you go, what you're thinking, looking for, expecting, or confused by. Ready? Let's begin!

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**Task 1: Explore Listings by Neighborhood**

**Scenario:**  
 You're a student named **Ava**, moving to Savannah soon to start your first semester at SCAD. You want to live in a student-friendly area, maybe somewhere walkable and close to cafes, parks, or grocery stores.

**Your goal:**  
 Use the Zillow app to **search only within two neighborhoods** you feel are the best fit for you. You're **not interested in listings from other parts of Savannah**, just those specific areas.

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**Task 2: Find a Home That Fits**

**Scenario:**  
 Now that you've chosen the areas you're interested in, you want to find homes that meet your needs.

Welcome

Tasks without prompts or observation notes

## Participant Test Script

**Scenario:**  
 You're still looking and want to keep track of homes that fit your needs. You also want Zillow to alert you when similar listings pop up.

**Your goal:**

- Create a **saved search** for:
  - A 3-bedroom, 2-bathroom **pet-friendly** rental
  - In **downtown Savannah**
- Save **at least one home** you like
- From your saved search, continue exploring other similar listings
- Finally, go to your **Saved Homes** area and review the homes you've saved

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**Final Questions (Wrap-Up)**

Thank you for participating in this usability testing session! We'll ask you a few closing questions after the tasks. Feel free to be honest, your feedback helps us improve Zillow for everyone!

Closing Remarks