

IFC's Women's Insurance Program - Instructions and sample script for user testing

Instructions:

Here we go! It's testing day. You're going to be receiving customer feedback one by one. At the end of the day, we want to be able to answer questions like: Did we create the right solution? Are we going in the right direction? What do people like? Don't like? How have we challenged assumptions?

Practicalities/recommendations:

- We prefer to do the interviews individually because it allows us to learn more about each person and avoid group think.
- We feel that the interview is a golden opportunity to understand the "customers" (internal or external) and their challenges, it should not be missed!
- We typically set aside no more than one hour per interviewee.
- You can break into smaller groups (pairs?) to cover more interviewees in the time you have available.
- There are no workshop sessions for this, and no time when we will all meet, so just do the interviews when it is convenient for you and your team (and the interviewee!) and be ready to report back on Monday at our final workshop session where we review what you have learned together.
- Please take notes! You will need them on Monday.

Interview Tips:

- **This interview is not a sales interview**; it is not an opportunity to force your idea and get your interviewee to weakly say "...yes".
- **It is a learning opportunity if you take it. It's an opportunity for you to learn what's wrong with your prototype and your thinking.** If you talk for 50 minutes out of the hour, you won't have learned much. 80% of the time you should listen, 20% of your time should be spent talking/asking questions.

Suggested flow:

1. Icebreaker (hello how are you, etc.).
2. Introductory questions (what do you do, etc.).
3. Tell me what it's like, e.g., being an agent OR being an entrepreneur, etc.... what challenges do you face?
4. Show them your prototype (screen share or send the link and then ask them to share the screen) and ask them to talk about it, let them ask questions, explain what they missed, if they like/dislike something, ask them why to understand.
5. Thank them for their time.

Helpful phrases:

- Open-ended opening sentences: Tell me about a time when.... Tell me what it's like to....
- If it says something interesting that is worth pursuing? Oh really, why is that?

- If the interviewee is silent? Tell me more... What do you mean by that? ...Help me understand better...
- If basic yes/no answer given? Probe! Oh really, for Oh really, why? why not? [Sometimes you must ask several times why to better understand and address the real question].

At the end of the exercise, you should:

- ✓ Understand what you missed in your understanding of the problem and the solution to the problem (your prototype).
- ✓ Have a good idea of what needs to be changed after the workshop (especially after collating all your findings with your team).

Here's a handy starter script you might find useful (adjust/translate as you see fit) then add any specific questions you have for the client at the end:

Sample user test script

Hello [tester]! Thank you for your time today, I'm [your name] from [department/company].

I'll show you a first idea of what we've been working on.

In fact, it's at such an early stage that we've only been working on it for about a day and you're one of the first people to see it!

I'm showing it to you today so we can get your first feedback and incorporate it into the next steps. I need you to be as open and transparent as possible, it's important for us to hear what you think, so try to think out loud as we go through it and ask any questions you have and share your comments as they arise.

All right? Do you have any questions before starting?

Ok, so today I'm going to show you a... [talk about your solution, the problem you hope to solve, show the idea, and get user feedback.