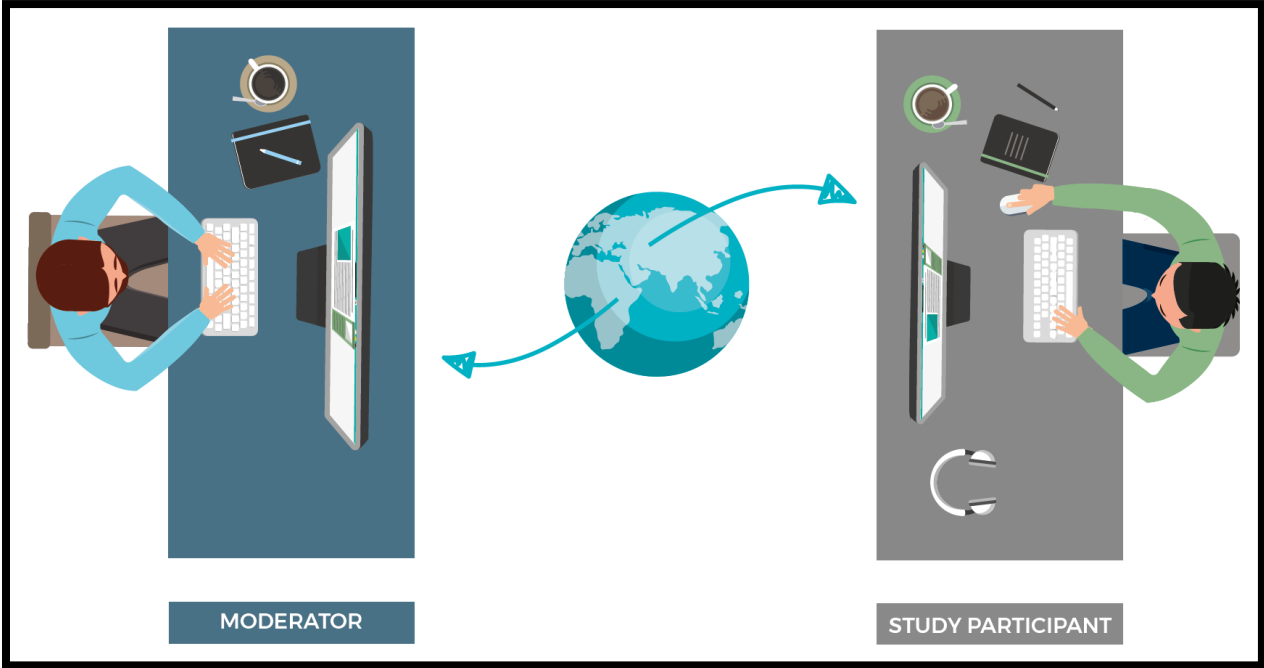
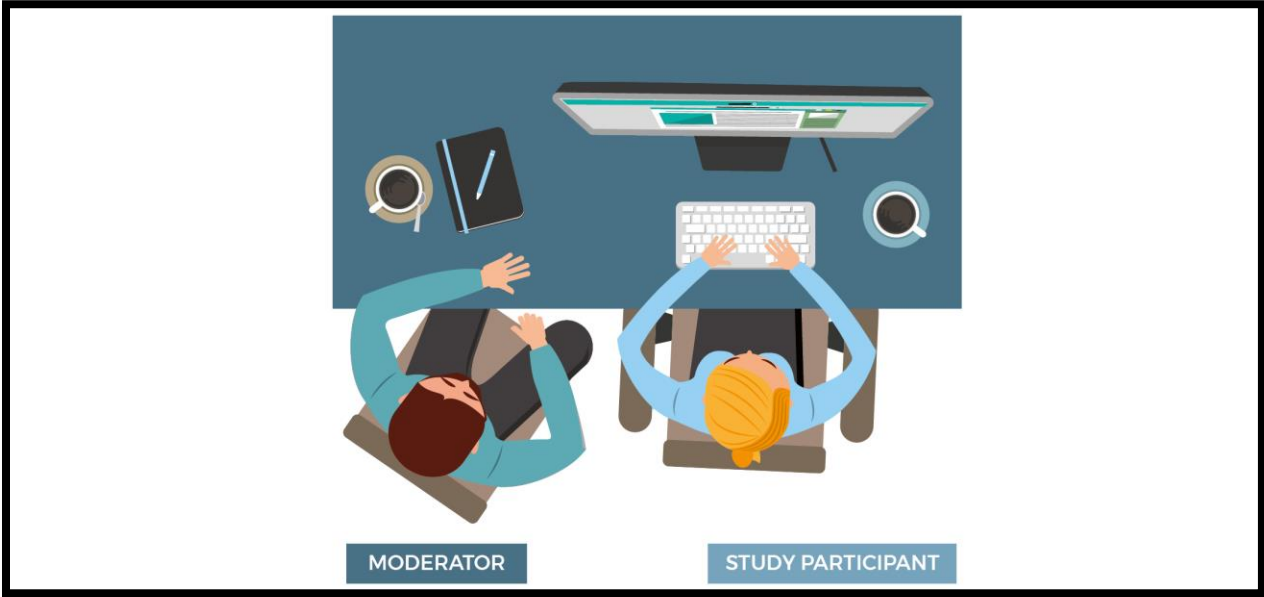


Chapter 1: Why Everyone Should Run Remote Usability Studies



Chapter 2: What Not to Forget When Planning Your Study

I think 5-scale, labeled rating questions are the best.

Strongly disagree

Somewhat disagree

I don't have a strong opinion

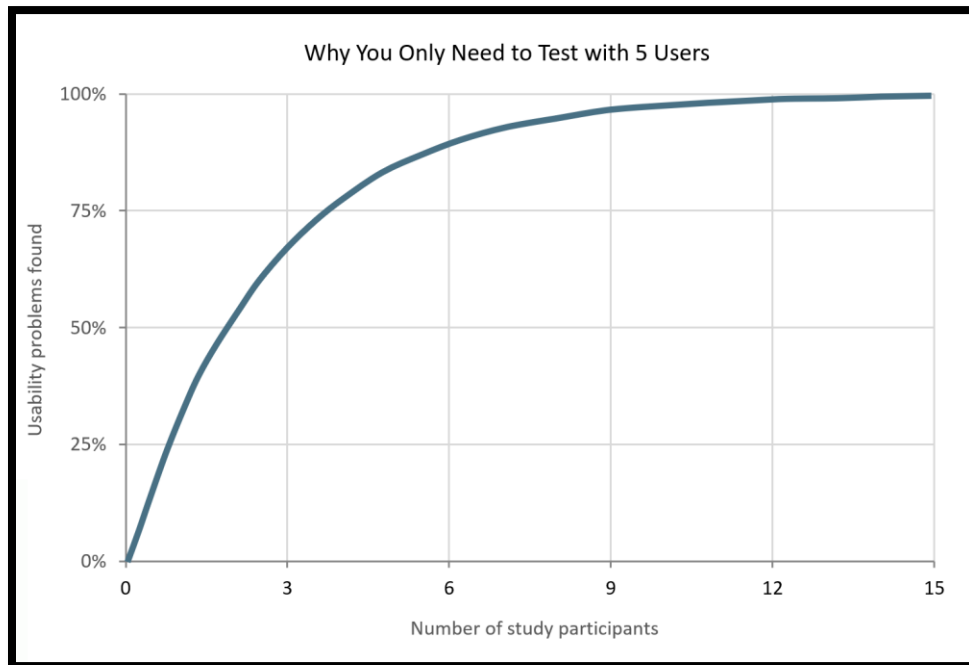
Somewhat agree

Strongly agree

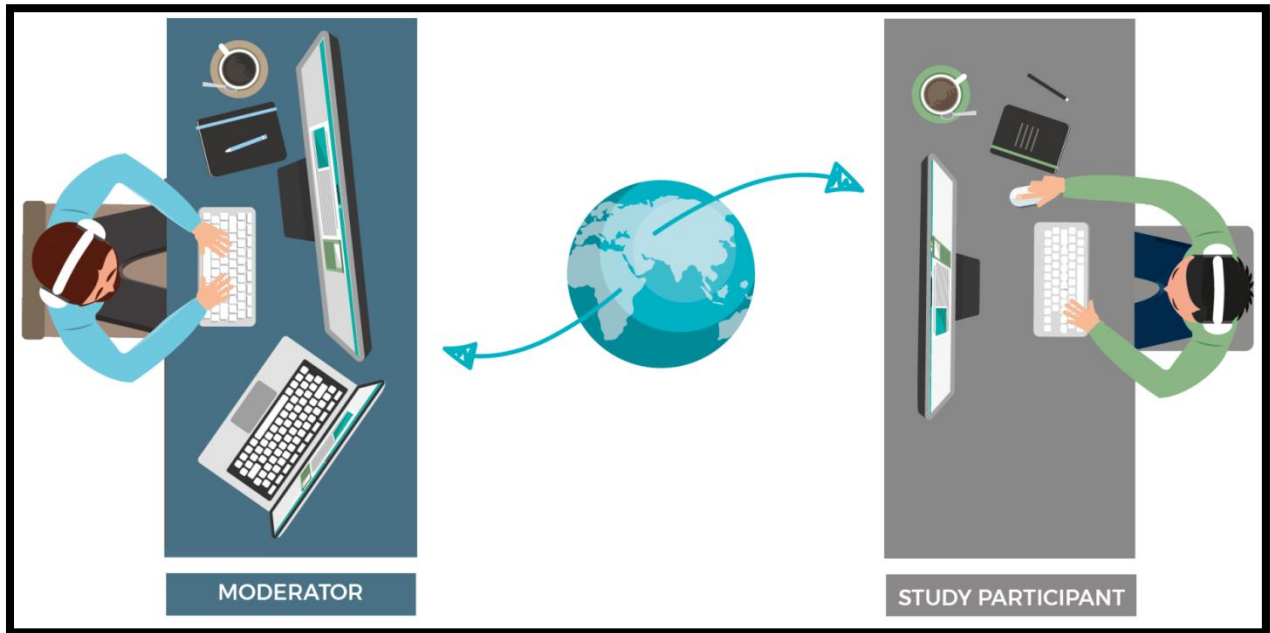
I think 7-scale, end-labeled rating questions are the best.

1 2 3 4 5 6 7

Strongly agree Strongly disagree



Chapter 4: Running a Remote Moderated Study



	Day 1	Day 2	Day 3
7:00 – 8:15			Participant 9
8:45 – 10:00	Dry run		Participant 10
10:30 – 11:45			
Lunch			
12:45 – 14:00		Participant 4	
14:30 – 15:45		Participant 5	
16:15 – 17:30	Participant 1	Participant 6	<extra participant if needed>
Dinner			
19:00 – 20:15	Participant 2	Participant 7	<extra participant if needed>
20:45 – 22:00	Participant 3	Participant 8	<extra participant if needed>

Chapter 5: Running a Remote Unmoderated Study with User Videos



Chapter 6: Running a Remote Unmoderated Study with a Survey



Where did you click in order to ...?

Write down any comments you have:

What did you like most? _____

1:

2:

3:

Please select your age group: _____

Under 24 years old

25 -34 years old

35 – 44 years old

45 – 54 years old

Over 54 years old

Please rate the task: _____

Very difficult

Somewhat difficult

Neither difficult nor easy

Somewhat easy

Very easy

Please rate the following statements: _____

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The information seems complete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reviews are easy to locate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The images are useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which devices do you regularly use to watch movies?
(select all that apply)

Computer

Phone

Tablet

TV

Other, please specify:

The appearance of the home screen is ...

	-3	-2	-1	0	1	2	3	
Outdated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Modern
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Cold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Warm

Rank the following features according to their importance.
(drag and drop the feature to move to the appropriate rank)

- 1 Share with friends
- 2 Send email
- 3 Save to external source
- 4 Toggle light
- 5 Auto-save mode

Group the following features according to their importance.
(drag the feature and drop on a group)

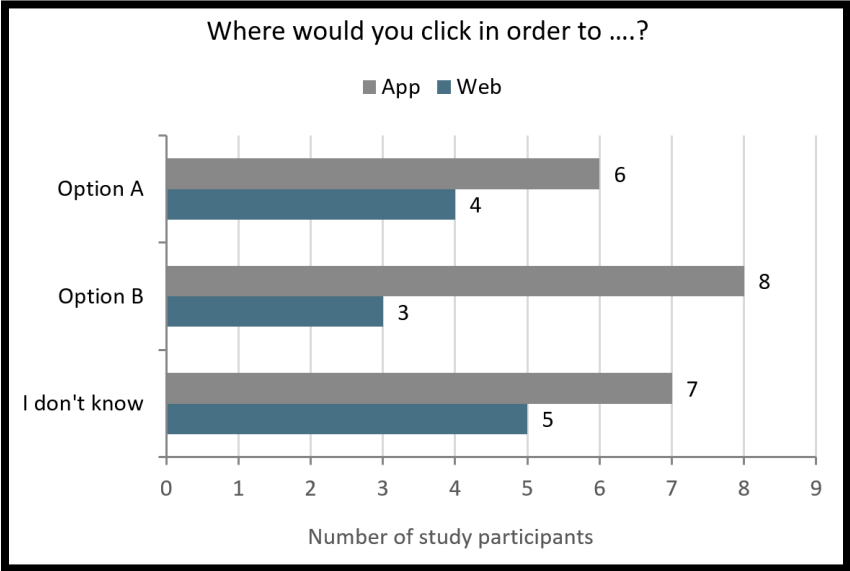
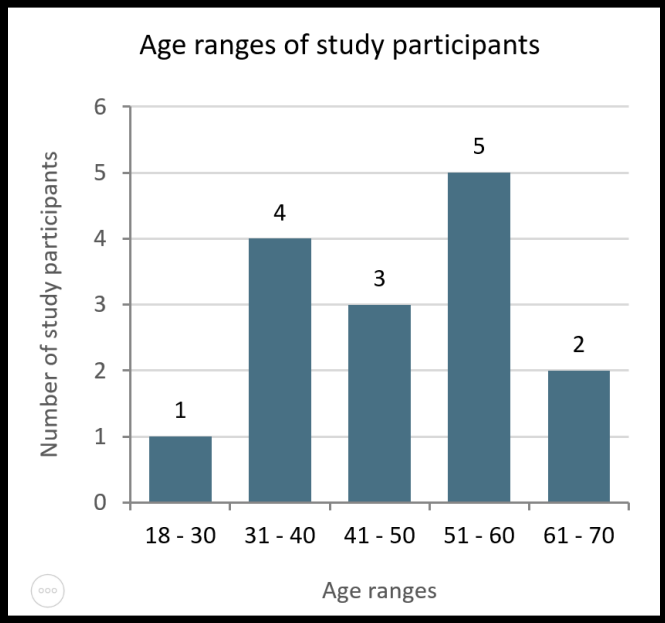
Share with friends	<input type="button" value="Important"/>
Send email	
Save to external source	<input type="button" value="Neutral"/>
Toggle light	
Auto-save mode	<input type="button" value="Not important"/>

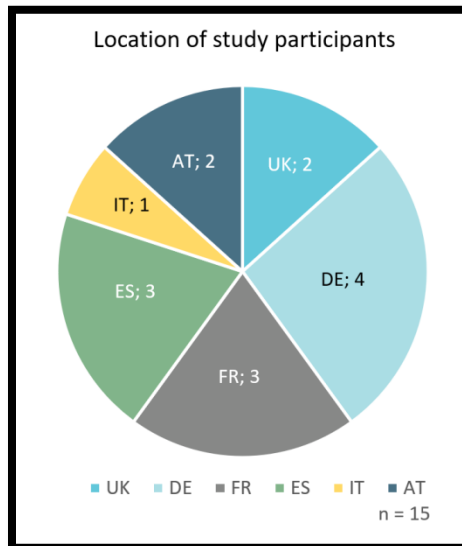
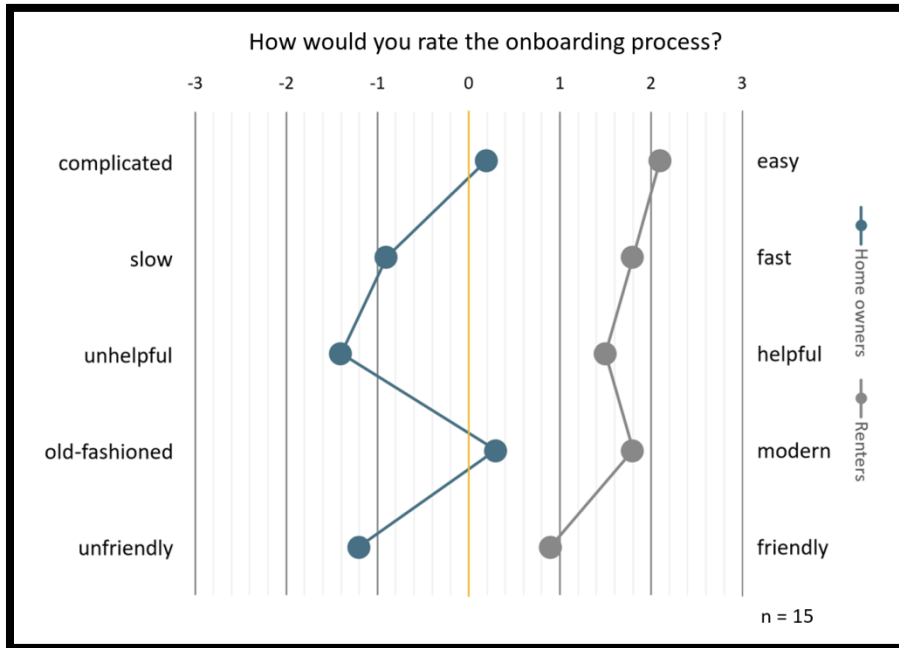
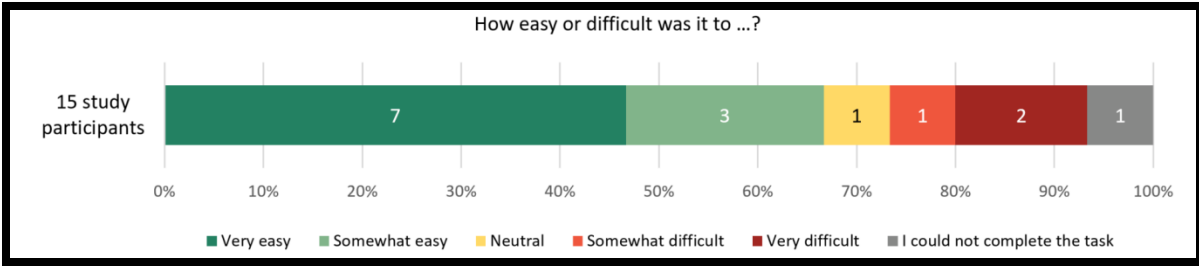
Question	Answer Options	Sample Answer
Were you able to register?	Yes No	"Yes"
Were you able to register?	Yes No, because...	"No, because I could not enter my street number"
Rate the task of registering: Followed by Please explain your answer:	Unable to complete the task Very difficult Somewhat difficult Neither difficult nor easy Somewhat easy Very easy	"Somewhat difficult. I tried..."

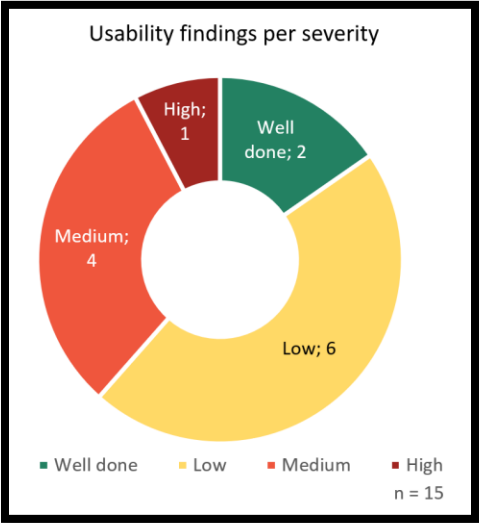
Chapter 7: Running a Remote Unmoderated Study with a Hybrid Approach








Chapter 8: What to Consider When Analyzing and Presenting the Study Results

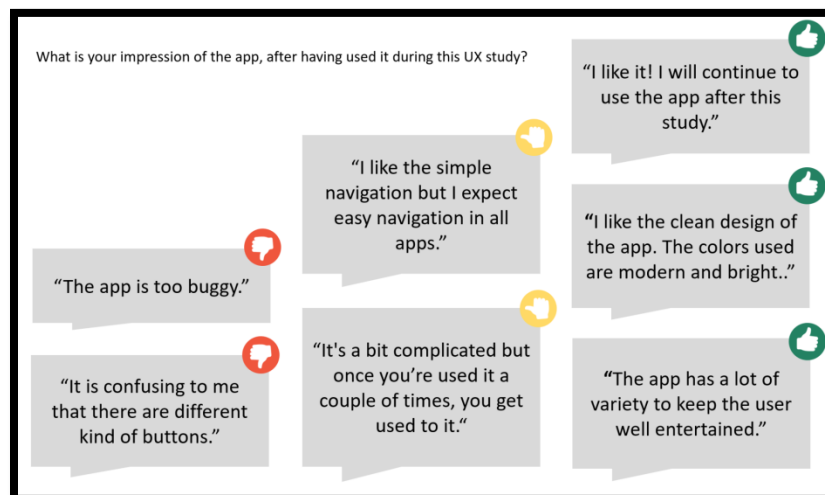
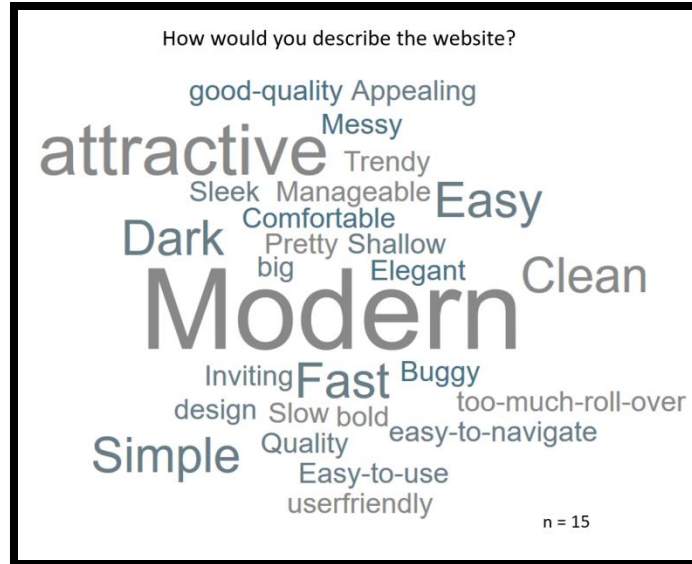






					
I am familiar with this certificate	14 (93%)	12 (80%)	15 (100%)	11 (73%)	8 (53%)
I only shop online when the website displays this certificate	6 (40%)	5 (33%)	4 (27%)	10 (67%)	2 (13%)

n = 15



What did you like most about the app?

Design. “the design”; “the modern look”; “the colors”; “the fresh look” (8 mentions)

Ease-of-use. “it was so simple to complete the task”; “super easy to use”; “searching was so easy” (4 mentions)

Navigation. “I didn’t have to think. Everything was where I expected it”; “everything can be reached via the nav bar” (3 mentions)

n = 15

