

RESILINK

Increasing Resilience of Smallholders with Multi-Platforms Linking Localized Resource Sharing

How to prepare field's user tests of the first mockup

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1. CONTEXT OF THE TESTS

After listing the main features of the RESILINK app, a non-connected mockup has been designed with Figma and put online for two steps:

- Collect feedback from the RESILINK partners, and if needed adjust the content of the mockup
- Organize field studies in each country with real end-users

The results of this phase will help to build the prototype in order to organize living-labs from 2024.

2. GOALS TO ACHIEVE

- Test of the mockup v1 (understanding of functionalities, vocabulary, usability, user journey)
- Check hypothesis of the project team compared to “real world”, expectations and needs of end users
- Learn more tips and bring new features that will help the project to move on

3. PROFILE OF TESTERS AND RECRUITMENT

As far as possible, recruit people who are close to our target, and try to balance between:

- Older smallholders with few experiences of use of digital tools
- Younger one's more experimented
- Men and women
- Providers of inputs or services

8 testers per country would be the minimum.

As people have sometimes unexpected situations and cancel their appointment, recruit more to be sure to have the minimum number of tests.

4. LOGISTIC

TEAM	No more than 2 persons per test, one who conducts the interview, one who translates if necessary and records.
DURATION OF EACH TEST	Recommendation: no more than 45 minutes in total
MATERIAL	<ul style="list-style-type: none"> - Papers and pen - Voice recording

	<ul style="list-style-type: none"> - Phones and/or cameras - Chargers - Mobile with the mockup of the app (see if it needs to be connected)
TRANSLATION	If needed

5. TEST'S SCENARIO

Provided here in English and French. To be translated in Arabic.

WORDS OF INTRODUCTION	<p><i>"First, we really want to thank you for your time, we know you are busy, so we appreciate it. My name is... and this is... We are working on a project with other partners to see how smallholders could make their work and business easier, especially in times of crisis. You may have experienced how difficult it is to continue to sell or to buy or even to rent material when movements and transportations are restricted due to pandemics, earthquakes, or war. So, we imagined a system to help farmers to keep in touch easily with the sailors, the buyers, etc. Would you like to see how it looks and test the mockup? Your opinion is very relevant to us, as it will help us to see if what we designed matches with your needs. Please feel free to tell us if you like it or not, what you would change for example, if there are things or words you don't understand. There's no good or bad answer. And please, express what you do and think. Your feedback is important to us and will help us to make the app better. But just before we begin, we would like to know if you agree if we record /film our discussion. As we're going to meet many farmers, we can't remember all what people tell us, so the recordings will allow us to analyze all the interviews. Those recordings / videos won't be streamed on the internet, they just help us in the analysis of the test."</i></p> <p><i>Nous tenons à vous remercier pour le temps que vous allez nous consacrer. Nous apprécions car nous savons que vous êtes très occupé. Je suis... et voici... Nous travaillons sur un projet avec plusieurs partenaires pour réfléchir à la façon de faciliter le travail et le business des producteurs, notamment en cas de crise. Vous avez probablement vécu la difficulté de continuer à vendre ou acheter ou même louer du matériel quand les déplacements sont restreints en cas de pandémie, de tremblement de terre, de conflit. Nous avons donc imaginé une solution pouvant aider les agriculteurs à garder facilement le contact</i></p>
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	<p><i>avec les acheteurs, les vendeurs. Est-ce que vous aimeriez voir à quoi ça ressemble et tester la maquette ?</i></p> <p><i>Votre opinion est très importante, elle nous permettra de voir si ce qu'on a imaginé correspond bien à vos attentes.</i></p> <p><i>N'hésitez vraiment pas à nous dire si ça vous plait ou pas, ce que vous changeriez, par exemple s'il y a des choses ou des mots que vous ne comprenez pas. Il n'y a pas de bonnes ou mauvaises réponses. Dites à haute voix tout ce que vous pensez.</i></p> <p><i>Juste avant que nous commencions, est-ce que vous êtes d'accord si on enregistre / filme notre discussion ? Comme on va interviewer plusieurs agriculteurs, on ne pourra pas retenir tout ce que les gens nous disent. Les enregistrements nous permettront d'analyser les interviews. Ne vous inquiétez pas, ils ne seront pas diffusés sur internet.</i></p>
SCENARIO TO BE TESTED	<p>List of the actions we want people to test, goals to reach.</p> <ul style="list-style-type: none"> - You want to check if new breaking news has been sent / you see that you received a breaking news, you want to read it - You want to sell some product (seeds), so you will use the RESILINK app to post an announcement - You're looking for a tractor to rent for the harvest next month - You found an interesting announcement and want to contact the person who is renting the tractor. Do you prefer to write messages or to call? Will you be willing to pay through this app? - You need to check your information (contact details) and manage your announcement (add a price for ex)

6. ADVICE

RETRANSCRIPTION	Word for word – important to have all verbal expressions
CONTACT WITH TESTERS - APPOINTMENTS AND REMINDERS	<ul style="list-style-type: none"> - Generally, no more appointments than 4 to 5 per day, unless you can see testers in the very same area - Plan ahead and send regular reminders. Recruit more than necessary because there are often cancellations

DURING THE TEST	<ul style="list-style-type: none">- Give just the information written on the scenario. If you give too much help, it will spoil the test. If the tester doesn't achieve a step, just note what prevents him. Ask him to explain. It doesn't matter if the tester is blocked at one moment, it's also a result of the test we will analyze.- Only show how to reach a goal after the person has tried by himself.- For each step, note the achievements, the failures, and time spent.- Comments about other interesting features are great and useful, but try to focus first on the scenarios, and then open the discussion.- Remember: the test is about the app, not the tester 😊
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7. RECORDINGS

Why is it important to record? For two reasons:

- The interviewer cannot note everything that is said by the tester, and details are quickly forgotten
- It helps to analyze the tests, especially non-verbal feedback

If the person doesn't allow you to film or record, respect his/her choice.

It's also good to take some pictures during the tests, in order to publish them in our deliverables.

8. COLLECTION OF THE RESULTS

Notes and recordings of each test will be done carefully in view of an analysis by each country, and then checked by the RESILINK's team.