

Introductions

1. Welcome / greetings
2. Explaining what we are working on: A file transfer application. And this is our first chance to talk to people about it.
3. Explaining that this is only to learn. There are no wrong answers.
4. Explain what we do with what we learn today. It will help us shape the direction of the product, to make it as useful and user-friendly as possible.

Foundational *[this section should take up no more than half the time available]*

5. Please tell us more about your day-to-day.
6. Can you tell us about a time you recently sent a file to someone?
7. What happened? To whom did you send it?
8. How did you send the file?
9. How did you choose how to send a file? (Why did you choose this particular tool?)
10. How did sending the file go? (What worked well? What didn't work so well?)
11. When you think back over the past week, to whom did you send files?
 - a. For example: Yourself (for another device or for backup)? People you work with?
Friends afar?
12. How often do you send the same file to the same people?
13. To what extent is this different from the files that you *receive* and the people you receive files from?
14. What is, if there is any, the difference for you between sharing and sending files?
15. Do you also work with others on files? How does that work?

- a. Synchronously? Asynchronously?
16. Can you tell us about a time recently that you wanted to send a file to yourself?
17. If so, can you tell us more about that? What did you want to send to yourself?
18. Why?
19. What method did you use?
20. What worked well/less well to you about this method?
21. Can you tell us about a time recently that you wanted to send an especially large file to someone?
22. If so, can you tell us more about that?
23. What method did you use?
24. What worked well/less well to you about this method?
25. To what extent is sending a large file different to you than sending a smaller file?
26. Tell us more about this experience.
27. Can you tell us about a time recently (or longer ago given the pandemic) that you wanted to send a file to someone who's right next to you?
28. Tell us more about this experience.
29. When you want to send a file to someone whom you don't have contact information for/someone whom you don't think you'll need to send files to in the future, how do you do that? (Can you tell us about a time you had to send something to someone you don't know personally/professionally?)
30. Tell us more about this experience.

31. How do you feel about the security and privacy of the ways you send files at the moment? To what extent does this factor into the choice of whether and how you send files?
32. What is, if there is any, the difference between files that you send/receive for personal or professional reasons?
33. Do you send multiple files or single files?
34. When do people open a file that you send them?
 - a. How do you know?
35. When you share a file, what do you want the recipient to be able to do with the file?

Download v. web-based

36. Have you ever bought an app or software on your phone or computer?
37. If yes: What makes an app worth paying for?
38. How do you feel about downloading applications v. doing something in-browser?
39. Under what circumstances do you choose to download an application?
40. What feels more secure and/or privacy-respecting to you?

Usability

41. ~~[Time permitting: Ask to show how they send a file at the moment. For example showing how they use WeTransfer, to learn about what works well and less well for them in using that.]~~
42. You can click on the landing page (and the grey box) to start. [This will open the Figma prototype]
43. Now we're coming to the stage of trying out a website for sending files. As you go through the exercise, please speak out loud what you're thinking, and what you want to do. Take us with you as you are doing this.

44. But please don't click until we ask you to, as we wanna make sure we hear what your expectations are beforehand.

45. [Tabs version or no-tabs version]

46. [Please explain what you see in the screen]

47. [*Don't click yet*]

What would you do if you would like to send a file to someone/me?

48. [If they see the correct +Select button, before clicking]:

What would you expect would happen if you would click on this?

49. [*Please go ahead and click*]

50. [If they don't see the correct button:]

What do you think this button would do?

51. What do you think of what you see here?

52. If you would now like to send the Wild Cat picture to someone, what would you do?

53. Go ahead and click on it.

54. What do you see on this screen?

55. What is this code? What do you do with it?

56. What would you need to do next to send someone/me the file?

[Do people understand that they need to think outside the app to transfer credentials?]

57. What if we're not speaking now, how would you get the file(or code) to me?

[if needed prompt to say that we are connected over whatsapp or messenger or something]

58. What is the little icon next to the code?

59. What do you think the recipient/I would need (to do) to open the file?

60. Go ahead and make sure I get the file.
61. *[do they understand they need to keep the tab open?]*
OK you've given the code to me, what do you do know?
62. Say I am not on my computer or phone now, and will get the code that you gave me only tonight. Can I still open what you sent me?
63. *[Do people realize it's not stored on an outside server?]*
Where is the file stored at the moment?
64. Now to pretend I'm now opening what you sent me, please lick on the little icon with three bars in the top right.
65. *[File sent complete]*
What do you think of what you see here?
66. *[Now let's switch roles just for a second and pretend that you are on the other side of things, and you are receiving files. I have a video that I'd like to share with you.]*
67. What do you need to do to receive this video?
[Point to receive button if they don't see it]
68. What do you see on this screen?
[Do they understand what the form field does?]
[Do they recognize the paste button for what it is?]
69. What do you need now to receive the video?
[See if they understand that they need to receive a code]
70. *[Before clicking on anything]*
I can give you a code now (12-purple-adviser), what would you do with it?
71. Say that you've copied the code from me, what would you do with the code now?
[Please go ahead and click]
72. What would you do next to get what I'm trying to send you? *[Please go ahead]*
73. If you would want to open this file on your device, what would you do?

Closing

74. That's all what we wanted to cover in this exercise.

75. What do you think of this experience overall?

76. Is there any other feedback you'd like to share?

77. Do you have any questions for us?

78. Thank you very much for your time and insights.