

Product under test

What's being tested?

Two opposing styles of conversational design, one being a competent style designed to mainly focus on providing the users with relevant information and the other being more of a warmer style designed to focus more on the feelings of the user through the means of a chat bot.

What are the business and experience goals of the product?

The final bot should establish trust with patients in hospital waiting rooms.

Test objectives

What are the goals of the usability test?

To test two contrasting versions of a dialogue to gain feedback that can be used to iterate and eventually find a perfect hybrid of both conversational design styles.

What specific questions will be answered?

1. Did the chatbot come across as reliable?
2. Did the chatbot seem dependable?
3. Was the chatbot understandable?
4. Was the chatbot accessible?
5. Did you feel confident during conversation with the chatbot?
6. Did you feel like you could share your problems with the bot?
7. Did you feel like the bot displayed a warm and caring attitude?
8. Did you feel like the bot would be willing to listen to your problems freely?
9. Do you feel like you could trust any advice give from the bot

What hypothesis will be tested?

Our hypothesis is that the best approach to gaining trust from users is to employ a mix of both a warm and a competent conversational design style that focuses slightly more on the warm side over the competent side.

Business case

Why are we doing this test?

To find out which style of conversational design has more impact in gaining trust.

What are the benefits?

We will see how the users will use our chatbot and if the dialogue has a positive effect.

What are the risks of not testing?

If the chatbot is implemented without testing, the patients using the bot could come out of the experience feeling worse.

Participants

How many participants will be recruited?

A minimum of five people will be required to have a reliable outcome.

What are their key characteristics?

The people we will interview need to have experience with dental surgeries/any dental appointments in the recent past, meaning 6 to 12 months.

Equipment

What equipment is required?

A camera with sound recording capabilities

How will you record the data?

We will film/record the tests and a questionnaire will be added when the test is done.

Test Tasks

What are the test tasks?

1. Introduce the user to the concept
2. Ask the initial test question
3. Use the chatbot
4. Ask the test questions
5. Conclude the test

Responsibilities

Who is involved in the test and what are their responsibilities?

A tester and a cameraman/team member

Location and dates

Where and when will the test take place?

Strijp TQ. Time and date TBD.

When and how will the results be shared?

They will be shared by the means of a video clip and a document with the questionnaire results.

Procedure

What are the main steps in the test procedure?

1. Find a test subject
2. Film them using the chatbot
3. Ask them the test questions through the questionnaire