Mercedes-Benz Brand Center Usability Testing Scripts

Pre-Session Introduction Script

[Begin when participant enters the room/joins video call]

"Hello and welcome to our usability testing session for the Mercedes-Benz Brand Center event app. My name is [Moderator Name], and I'll be guiding you through today's session.

Before we begin, I want to thank you for participating in this study. Your feedback will help us improve the digital experience for Mercedes-Benz customers and enthusiasts.

Today's session will last approximately 60 minutes. During this time, I'll ask you to complete several tasks using the Mercedes-Benz Brand Center app. As you work through these tasks, I'd like you to think aloud – essentially narrating your thoughts, questions, and reactions as they occur. This helps us understand your thought process and experience.

I want to emphasize that we're testing the application, not you. There are no wrong actions or responses. If you encounter any difficulties, that's valuable information for us. Your honest feedback, whether positive or negative, is exactly what we need.

With your permission, we'll be recording this session, including your screen activities and voice. This recording will only be used for internal analysis purposes. Several members of our team may be observing the session to take notes, but they won't interact with you directly.

Do you have any questions before we begin?"

[Address any questions]

"Great. Please take a moment to review and sign the consent form. Once that's complete, we'll get started."

Task Introduction Format

[Before each task]

"Now I'm going to present you with a scenario and task. Please read it aloud, and then proceed to complete the task as naturally as possible. Remember to think aloud as you work through it. I may ask follow-up questions along the way. If you get stuck or feel you can't complete a task, please let me know, and we'll move on to the next one."

Task Scenarios

Task 1: Event Discovery and Registration

"Scenario: You've heard that Mercedes-Benz is hosting a special event showcasing their new electric vehicle lineup. Using the Brand Center app, find information about upcoming events, locate the EV showcase event, and register to attend."

Expected path:

1. Navigate to Events/Calendar section

2. Browse or search for EV showcase event

3. View event details

4. Complete registration form

5. Receive confirmation

Task 2: Vehicle Exploration

"Scenario: You're interested in the latest Mercedes-Benz S-Class. Explore the features, specifications, and available configurations of this model using the app."

Expected path:

1. Navigate to Vehicles/Models section

2. Locate and select S-Class

3. Browse through features and specifications

4. Use configuration tool to explore options

5. Save or share configuration

Task 3: Book a Test Drive

"Scenario: After exploring the S-Class, you'd like to experience it firsthand. Book a test drive for next Tuesday afternoon at the Brand Center location."

Expected path:

1. From vehicle page, select "Book Test Drive" option

2. Select Brand Center location

3. Select date (next Tuesday)

4. Select afternoon time slot

5. Enter personal details

6. Submit request

7. Receive confirmation

Task 4: Brand Center Tour Appointment

"Scenario: You've never visited the Mercedes-Benz Brand Center before. Using the app, schedule a guided tour of the facility for this weekend."

Expected path:

1. Navigate to Brand Center section

2. Select "Book Tour" or similar option

3. Select date (this weekend)

4. Select available time slot

5. Enter personal details

6. Submit request

7. Receive confirmation

Task 5: Find Personalization Options

"Scenario: You're interested in the customization options available for Mercedes-Benz vehicles. Find information about personalization programs and available options."

Expected path:

1. Navigate to Personalization/Customization section

2. Browse through available programs (e.g., designo)

3. View example customizations or gallery

4. Find information about consultation process

Task 6: Contact a Product Specialist

"Scenario: You have specific questions about Mercedes-Benz's hybrid technology that aren't answered in the app. Find a way to contact a product specialist about this topic."

Expected path:

1. Navigate to Contact/Support section

2. Select option to speak with product specialist

3. Select topic related to hybrid technology

4. Choose preferred contact method

5. Enter personal details and specific questions

6. Submit request

Post-Task Questions

After each task:

1. "On a scale of 1-7, how difficult or easy was this task to complete?" (1 = Very Difficult, 7 = Very Easy)
2. "What aspects of completing this task worked well for you?"
3. "What aspects were confusing or could be improved?"

Post-Session Interview Questions

1. "Overall, what are your impressions of the Mercedes-Benz Brand Center app?"
2. "Which features or aspects did you find most useful or appealing?"
3. "Which features or aspects did you find most challenging or frustrating?"
4. "How well do you feel the app represents the Mercedes-Benz brand and luxury experience?"
5. "If you could change one thing about this app, what would it be?"
6. "How likely would you be to use this app to engage with Mercedes-Benz in the future? Why?"
7. "How does this digital experience compare to other luxury automotive brand experiences you've had?"
8. "Is there anything we haven't covered that you'd like to share about your experience with the app?"

System Usability Scale (SUS) Questions

[Present standardized SUS questionnaire]

"Please indicate how much you agree or disagree with each statement about the Mercedes-Benz Brand Center app on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree)."

1. I think that I would like to use this app frequently
2. I found the app unnecessarily complex
3. I thought the app was easy to use
4. I think that I would need the support of a technical person to be able to use this app
5. I found the various functions in this app were well integrated
6. I thought there was too much inconsistency in this app
7. I would imagine that most people would learn to use this app very quickly
8. I found the app very cumbersome to use
9. I felt very confident using the app
10. I needed to learn a lot of things before I could get going with this app

Conclusion Script

"That concludes our session today. Thank you very much for your time and valuable feedback. Your insights will help us improve the Mercedes-Benz Brand Center app experience.

Do you have any final questions or comments before we wrap up?

[Address any questions]

As a token of our appreciation, you'll receive [compensation details] as discussed. If you have any questions after today, please contact [contact person and details].

Thank you again for your participation!"