Charles University
Faculty of Social Sciences
Institute of Sociological Studies
Department of Sociology

Master's Thesis
Participant Interview Transcripts

FACULTY OF SOCIAL SCIENCES
Charles University

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Conversations With Our Apps

Exploring the social context of communicating with technology

Master's thesis

Participant Interview Transcripts

Author: Rebecca Susanne Vaughan
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Supervisor: Filip Vostal, Ph.D.
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Participant 1 – "Tomas"

Interview with Rebecca S.Vaughan and Participant 1

April 26 2021, 9am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	21	High school or equivalent	Full-time student		Less than $19,999	Average	United Kingdom	English	Native	TCP	3508634C

Rebecca: Hello?

P1: Hello.

Rebecca: Hi. Can you hear me?

P1: Yes, I can. Shall I put on my video?

Rebecca: Yes, please. That would be great.

P1: Hi

Rebecca: Hi, how are you doing today? Nice to meet you.

P1: Nice to meet you too. I'm doing okay. How are you doing?

Rebecca: Pretty good. Thanks for asking. Thank you for meeting with me today. My name is Rebecca Vaughan and I'm a researcher with a company called Avast, and I'll be walking you through today's session. So I have some info that I'll read through to start out just to make sure I don't forget anything, including a quick overview of what the session is about today. So we're showing people three prototypes of an app that we are working on now, and what we would like to learn is how they engaged with them and which one works better for them and why?

P1: Okay.

Rebecca: Does that sound alright?

P1: Yeah.

Rebecca: Cool. Okay. So just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal is just to learn how we can improve our app. And so if something seems unclear to you, that's really valuable feedback for us. And on the other hand, if something stands out as positive, we would love to hear your thoughts about that too. Does that sound okay?

P1: Yeah.

Rebecca: So if you have any questions while we're going through the prototypes, feel free to ask, but with that being said, I may not be able to answer all of your questions because I'd like to observe what you would do without me there. So if there are any questions that you have by the end of the session, I'm happy to answer all of them then does that sound okay?

P1: Yeah absolutely.

Rebecca: We did ask for permission to record the session just for internal purposes and the main reason for that is so that I can watch it again later on my own time and take notes instead of doing it now, and then I can focus more on our conversation. Do I still have permission to record?

P1: Yeah, of course.

Rebecca: Awesome. And of course we'll never share your personal information, like name or contact info with anyone inside or outside the company at any time, but we might share something like demographic data, like your name, or sorry, not your name, your age or your occupation. Okay, cool. So thanks for confirming. And then the last thing is that I'll just confirm that this interview will be about 60 minutes and you'll get paid through the user testing platform in about one week.

P1: Okay, cool.

Rebecca: Okay, perfect. So let's get started. Could you please tell me about the lap app, the last app that you used on your phone?

P1: I, the last app I used would have been Snapchat. I used it this morning just to be speak to my girlfriend and say good morning.

Rebecca: That's nice. And do you remember any messages like errors or descriptions from that app?

P1: Sorry, like descriptions as in, sorry. How do you mean?

Rebecca: Like inside the app? Like any messages that that app would have communicated to you at any time? Oh, did we freeze?

P1: Hello? Sorry. I think that was my bad. I've just switched to a different wifi. Seems to be working now. I apologize for that.

Rebecca: Oh no worries, I wasn't sure if it was me.

P1: Yeah. I think that was my, so yeah…

Rebecca: Asking if, yeah, I was just asking if you remember any messages that the app sent to you such as errors or descriptions, anything memorable from that app?

P1: I think the only sort of messages that the app itself sends, I can think of it. I haven't had any sort of error messages, but they do send sort of on, like, days of like celebration. For example, they'll send a message to, I guess let you know, that, they're thinking of their users or something. So I'm trying to think of what the last day would've been. Maybe mother's day, I think? They normally, you know, they'll release like a sort of snapchat that they send to everyone. Yeah. I think that's the last message I've gotten from the app itself.

Rebecca: Okay. And what stood out to you about that message?

P1: I think, I mean, just the fact that I probably wasn't expecting to get a message from Snapchat on this day. I mean, I don't know, I'm not a mom and you know, I don't, I don't know. It just sort of, it seems nice. You don't really get that from other apps, I suppose. So, yeah, it was just sort of surprising I guess. And it's a nice addition. Something that other apps maybe you should do as well.

Rebecca: Sounds like it kind of made your day, even though it's you're not a mother.

P1: Yeah, it was nice.

Rebecca: Thank you. Okay. So thanks so much for sharing that info. And next, I would like to show you the first of three prototypes and I will share my screen and then give you remote access so that you can click through them on your own.

P1: Okay.

Rebecca: And I also have a few tasks that I'd like to ask you to complete as normal as if I was not here. So just one moment and I will do all the sharing stuff. Can you see my screen?

P1: I can.

Rebecca: And you should be able to control my screen. Can you try to, oops, sorry. One second.

P1: Yeah.

Rebecca: Can you try to click on this first prototype?

P1: Okay. Did that Oh, something happened I think. And I'll try now.

Rebecca: I see it moving,

P1: There we go.

Rebecca: Great. Okay. Thank you. So let's imagine that you just downloaded this app. It's called Avast One and it's for mobile security. And what you're looking at here is your smartphone screen. So can you help me understand what you see here?

P1: Well, I'm seeing, I suppose this is a security app, so I'm looking at yeah "blocking malicious emails and websites" also uses a VPN. I've used those before and they "encrypt your internet connection". Yeah. So I suppose it's a security app. I'm guessing that I need to get started. I'll probably tell me how to the app and then I'd make an account.

Rebecca: Yeah. Okay. I also forgot to mention that you can scroll on this page,

P1: Right? I see. Oh yeah. Okay. Let me see your linked account data. Oh, okay. That sounds good. I mean, I get so many emails from companies that I guess I've logged into once, you know, five years ago. And then they sent me an email every day. So to be able to know like where that data has gone would be really helpful. Cause I don't want to get those emails particularly. So yeah, this is like cool app.

Rebecca: Okay. And without clicking yet, how would you proceed from here? What would you usually do next?

P1: So from here, I'd press "start" just cause you know, I don't have an account, so I'm guessing if I press start that sort of begin like the registration process.

Rebecca: Okay. And what would you expect to happen and see next after you click that?

P1: So after pressing "start", I would imagine normally it would sort of, ask me for my email address. And sometimes they ask, you know, dates of birth and whether I'm male or female or anything else. And I don't know a few details or dates of birth or whatever that I suppose that's normally the login, the whole sort of registration process for these things. So yeah, that's what I'd expect, I think. And maybe a password that I'd need to make.

Rebecca: Okay, thanks. So if you could go ahead and proceed as you normally would.

P1: Okay.

Rebecca: And what do you see here on this screen?

P1: So I see a VPN so I can set up a VPN "VPN, sorry, accepts your connections to ensure..." Okay. So I suppose that's a VPN done through the app. That's cool. Webshield and device protection like, sort of, you know, virus protection I'm guessing? "…to block an extensive database of already known viruses." Yeah. Cool. Okay. Breachguard personal identity scan for… oh that's the email addresses one. Okay. So I suppose this is security for whatever device I'm using. Yeah. This the, I mean, yeah, this looks good. I mean the only one I wonder about, is the Webshield one because on sort of phones and tablets and things, I suppose it's quite like these days, it's quite hard to get a virus like or at least if you're using just a laptop, then it's quite easy to get the virus. You need to be really careful, but with say iPads and I don't have an iPhone, I have an Android phone, but it's, I dunno, I haven't, I haven't even really thought about getting a virus on those. You don't really, or at least I don't take the same precautions as I worked on a phone as I would on a laptop, I think. But you know, if the app thinks that there's more protection, I could have then, you know, I'd take it. So yeah. And the VPN anyway is really useful. It's good for watching sort of streams of football games and that sort of thing. So, yeah.

Rebecca: Okay. Thanks. And so next I would like to ask you to complete some tasks please.

P1: Okay.

Rebecca: And before we move on, I just want to reemphasize that I'm not testing your technical abilities at all. So I'm just interested in seeing how you interact with the app. So don't worry about hurting our feelings and please tell us the good and the bad, it's all valuable information to us. So as much as you can just think out loud and yeah, that would be great.

P1: Okay.

Rebecca: So from this dashboard screen, how would you set up the VPN if that was your goal?

P1: So I would scroll to the top and yeah, press "set up" on, on the VPN tab. So yeah, that's quite clear. So should I do that or should like yeah.

Rebecca: Yeah.

P1: Okay. Okay. "Encrypt your dates across networks." Okay. So this is just, I suppose, explaining what a VPN does, "safe data transmission", "prevent eavesdropping…unauthorized people from eavesdropping on traffic by…" ah, see, yeah. I've never really thought about all of the different uses of VPN. I think I just sort of think about always easiest to watch a football game. And I didn't really think about any of the other benefits to be honest. Yeah. See, "remote and foreign access" is sort of the, the main one that I use it for like sort of Netflix, you can get more shows can't you and depending on why you log in from… "uncompromised browsing speed"… I didn't even know that browsing speed was affected by VPN, but I mean, it's good to know that the app has it covered, I suppose. Yeah. Shall I continue?

Rebecca: Yeah.

P1: Cool. Wow. Oh, privacy policy. Okay. Now if I'm, if I'm being honest and if I'm doing this, how I would, if I were just using an app, I would not read this. I mean, I should read it, but I mean, I, I, I don't, I'm quite bad for that when I get apps and things, I just, I feel like most people are probably the same and you see the whole privacy spiel. You sort of just go straight past it, but I don't know if it goes on past this, but I'm not able to scroll anyway, but I'm happy to press "accept" anyway, to be honest.

Rebecca: Go for it. If that's how you usually go through it, then feel free to do whatever's normal for you.

P1: Cool. Would like to add VPN configurations. Well, yeah, I guess it would do… <inaudible> …make sense. Okay. Right. So, and I, I should I just carry on?

Rebecca: Mhm.

P1: Okay.

Rebecca: What do you see here on the screen, what would you usually do next?

P1: Well, if I see this on the screen here, so my temptation would be immediately to press **start**, but I'm thinking I should have a look at the other information before I do that. So **used data from your free plan**. Oh, okay. So I can use this amount and then it would want me to buy the premium, I suppose. Location… Yeah. I mean, to me to be fair before I press **start**, I'd probably look at the locations if that's something that I'm able to do. I'm not, I don't know if it is, but yeah. I'd have a look through it anyway. Yeah. And then I'd probably press **start** if that's okay.

Rebecca: Mhm, go ahead. And what happened here?

P1: **VPN couldn't be turned on. Please try again**. Okay. Well, I mean, I'd press **start** again. If it says, try again, you know, you might as well try it try once more. Oh. Oh, well, there you go. That was fine then. Yeah. I, I think I'd probably try it a few times before I panicked. Really. So that's good. So no, it was **enabled**. That was, that was really easy actually. Yeah. Knowing to use, so yeah. Anyway, there you go.

Rebecca: Thank you. So is there anything else that you would have tried to fix that problem when the error message came up?

P1: So I think how did I, how did I press start again? And if that error message came up again, cause I feel like it's always worth trying it one more time, then I'd probably close the app and open it again, as in sort of like, you know, when you like properly close it as opposed to just going home and then go back on it. And then if that didn't work, I think I'd probably go to settings on my phone and just sort of aimlessly look around for some kind of VPN. I mean, I'm not, you know, I know how to I'm alright with tech, but not, you know, I'm not a genius. So I probably ended up Googling it to be honest, to see if anyone else had had the same problem and just sort of see what I was supposed to do off the bat.

Rebecca: Okay. Thank you. And, and what about the VPN now? Based on what you see, is it working?

P1: Yeah, I mean, it seems to. It says it's enabled at the top and I've got the green tick as well, which is always a good sign. Yeah. And also because it gives the option to **pause** that would imply, I suppose, that it's playing the moment, so yeah. Seems to be fine.

Rebecca: Okay, thank you. And earlier you said that you've worked with something similar, is that right?

P1: Yeah. Yeah. I've used VPNs before. I've not, I think I've used one on my phone maybe once or twice, but I've used them a lot more on, on my laptop because again, I'm more sort of concerned about sort of security on my laptop. And also, if I want to watch a football game, it's normally nicer to have it on a bigger screen, but I have used the VPN on my app on my phone before, but yeah, I should mention as well, like using VPN apps, they are normally quite annoying to use and normally they don't that they're immediately behind the paywall. So you sort of download the app and it makes it seem as if it will be free. And then once you've set it all up, it says, Oh, that will be, you know, 15 pounds a month or whatever much. So, yeah.

Rebecca: Okay. Okay. Thank you. And so last thing here, if you wanted to return to the dashboard, how would you do that?

P1: I would probably press that X at the top right, I think, should I do that now?

Rebecca: Yeah, go ahead.

P1: Nice.

Rebecca: Okay. So next we'll look at the second prototype and I'm just stealing the mouse here for a second. It may look familiar to you because it's a different, but very similar version of the one that you just saw. So we'll follow the same steps for this one. And you can go ahead and click on this first screen whenever you're ready.

P1: Okay. All right. There we go. Oh, okay. Yeah. It's different unless it did that last time. I'm not sure. Right. So do I just follow the same process or…?

Rebecca: Yep, same process. Could you tell me what you see here and help me understand what this is?

P1: Okay. So, so far, I'm thinking, it looks the same as last time. So it's just saying just an overview, I guess, of what the app does. Yeah. **Protecting my device from attacks and threats**. That's always good. It's not nice to be attacked or threatened. **Connect safely** so you've got, yeah. I mean, it's sort of quite clear, I suppose, what, what I should be expecting when I **get started** and yeah. Just notice as well. I don't think it's that **get started** last time. It might've done thinking about it, but I don't know where it said **start** or maybe it said **start**? I don't know. Yeah, there you go. But yeah, should like, should I press that? Or did you want me to wait?

Rebecca: Is that what you would usually do?

P1: Well, yeah. Yeah. I think that, you know, the big, the big blue button is normally the one one to go for, I suppose, but it's always this, sort of, when you've already made an account, things like **log in** are normally quite small and tucked away. I don't really know why, I guess there's, you know, you want to attract new users as opposed to ones that already there, but yeah. I'd press **get started**. So I'll then. Yeah. Should I press that?

Rebecca: Go ahead.

P1: Cool. Alright.

Rebecca: Where do you see here?

P1: Okay. So we've got the VP got a nice welcome message. That's always, always nice. Yeah. VPN, **Webshield. When you use a V…** I'm just seeing if there's anything different, like a nicest browse. Yeah. Cool. **Webshield. Don't have to worry about the links you click on anymore. We'll block and filter any threats that you might come across**. Cool. Yeah, I think this text does seem different from the last time. **Tell us your emails and tell us your emails and we'll keep an eye on the internet. If your info is leaked any...** Oh as in the email addresses that I have… okay. That makes sense. Okay. I mean, I feel like the, the, the text is sort of, it's easier to understand what each one does. Cause I mean, I know what a VPN does, but Webshield and Breachguard, I suppose are a bit more like a bit more vague just in their titles. So their descriptions, for example, for Webshield, …**don't have to worry about the links I click on…** is really nice. Cause I mean, you can pretty, you can pretty much click on any link given it isn't one of this old 10 main websites. It could be kind of scary really. You might end up with a virus, so yeah. Yeah, that looks good. The only thing I would say is, **tell it, tell us your emails** just at first. I wasn't sure whether that meant you, the actual emails that I've sent all of my email addresses, but I mean, just, it makes sense. I suppose, that it would be email addresses. Wouldn't it? So, yeah.

Rebecca: Okay. Thank you. And so if you wanted to set up the VPN again, how would you do that from here?

P1: Okay. So I would again, press **set up** on the VPN tab. So I'll do that now. Okay. So **whether you were watching cat videos or checking your bank accounts**, okay. **Connection is safe**. That's nice. **Stay truly private, connect worry free. No matter the where your Wi-Fi is from you don't have to worry.** Okay. **Worldwide content, all access pass to news and videos, surf just as fast.** Okay. Yeah. Again, I feel like that seems clearer than the last one. I don't know whether maybe it was just cause it was getting used to it last time, but each one of those I fully understand and also sells me when I, you know, all of those things sounds good to me, so yeah. I'll press **next**. Okay. And yeah, as I explained last time, I, I feel bad about it, but yeah. I just **accept** that to be honest. Right. Yeah, that's fine. Okay.

Rebecca: And what do you see here?

P1: And I think the same as last time, doesn't it? I think. Yeah. Yeah. So do I just carry on as well? Do you want me to connect or…?

Rebecca: Yeah, go ahead.

P1: Yeah. Okay.

Rebecca: And…

P1: **Please check your internet connection…** Okay.

Rebecca: What would you do from here? How would you solve this problem?

P1: Okay. So from that point, I mean, I don't know what, I don't know whether maybe it's a common thing over, it's just something that I do. But I think whenever I get any kind of error message, I will always just try the exact same thing again, at least once more. So for me personally, I would just press connect again. And then if that didn't work, then I'd still check my wifi connection. I'd probably open a new tab or go to Google or something and try typing something. Hello to the cat by the way. And yeah, just, just to sort of see whether my internet connection was working. But yeah, my first instinct, would be just press connect again. So try that now. All good. Okay. Yeah, there we go.

Rebecca: Okay. Thank you. And so once again, if you wanted to return to the dashboard, that will be the last task for this prototype.

P1: Okay. So yeah, I'll press that crossroad at the top of that. Perfect.

Rebecca: And can you tell if the VPN is working now for this one?

P1: Well, yeah. I mean it says VPN is connected and we've got the tick there and yeah, I like the option to sort of pause it straight here from the sort of home page of the app. But yeah, it seems to me like it's connected just fine.

Rebecca: Okay. Thanks. So next we'll move on to our last prototype. So that's this one and once again, it's a similar but slightly different version of the first two. So once again, we will follow the same tasks as before.

P1: Okay

Rebecca: So you can go ahead and click on it when you're ready.

P1: Cool. Right. There we go. Right. So I've got, yeah, the same, same sort of descriptions, but again, different different words. I guess I **blocked sketchy emails and sketchy people online**, **all your digital safety needs, stay private no matter where you're surfing**. Okay. **Find out ASAP if your info is leaked**. Okay. Yeah. That all seems good. I mean, it's quite, quite vague I suppose, but I mean, I don't know how much detail it would need to go into because I mean, I don't really, I don't know. Like I said before, I'm not like I'm not brilliant with technology and things like that. And I probably don't know enough to require that to be in any more detail anyway, but to be able to stay private and not have my information leaked all sounds good to me. So yeah.

Rebecca: Thanks. So you can continue as you normally would.

P1: Okay. So **let's do this** to register, I suppose. **Welcome to Avast One**. Okay. **Keep your online identity disguised your life is… your browsing history and bank account info will stay equally private… won't stand a chance… we'll protect you...** Okay. **Breachguard…tell us your email and we'll keep an eye on the internet. We'll keep you posted if we find your info anywhere it shouldn't be.** Okay. Yeah. I mean, it seems more, more like sort of friendly, I guess, than the first two. I wonder whether at times they'd be like with the **fo sho** thing that whether it's gone slightly too far in that direction. I don't know if maybe the second one was sort of a good, a good balance between between the two, but you know, it tells me everything I need to know, I suppose. So yeah. It's not, it's not cold anyway, which is a good thing, so yeah.

Rebecca: Okay. Thanks. And once again, if you wanted to set up the VPN, what would you do from here?

P1: Okay. So from here, I'd press **set up** for the VPN. Okay. **Be a master of disguise. When you're connected, you can browse like you're anywhere in the world and stay safer**. That's always good. **… totally hidden from spies and bad guys. Don't fret about public wifi.** Yeah. That's a good point. Actually. I'm never really that careful about public wifi, but I mean, I definitely should be, so yeah, this would be good for that. **Binge-watch worldwide**. Yeah. I mean that's, for me, that is the main appeal anyways, to be able to watch things that I couldn't normally watch **browse fast as heck**, **choose from a bunch of different servers and get the speed you**... Yeah. None of that. Yeah. That all looks like things I'd like again, so it would like the words like **heck** there. I wonder whether it has gone slightly too far in that kind of in the use of that kind of language. Not that that would stop me from using the app, but yeah. I D I don't know, even, so yeah. That's just my opinion anyway, so yeah, I press **next** from here and then again, feel guilty about not reading any of that, but going past that anyway. Okay, cool. So I just carry on and try and connect it. And yeah. So again, with, with Sydney, Australia, I haven't actually looked at this properly. It's

like **auto scan for sketchy stuff every time I connect to a new…** Oh, okay. Yeah. It makes sense to have that on, I guess it says extra protection as well. I don't know. I don't know why I turn that off. Really connect. Yeah.

Rebecca: Okay. And what do you see here? What happened?

P1: Well, it's explaining what I'm saying in my head to be fair. **Big red bat bar** is never nice. **Please check your internet and try again**. And yeah, again, I mean, I've explained, you know, I would press it again just to, just to see whatever it was before, you know, checking my internet connection to I, again, I had opened a new tab on Google or something and just search, just to make sure that everything was working fine, so I'm gonna press **connect**. Cool.

Rebecca: Okay. And based on what you see, is this working now?

P1: Yeah. Yeah. I mean, it says I'm connected at the top, got the green tick and the pause button's come up. So yeah, it seems clear to me.

Rebecca: Okay. What do you think they mean by connected?

P1: That's a good question. I suppose that again, I have a very limited knowledge as to how a VPN actually works, but I'm guessing that, you know, my phone network needs to connect to, I dunno. I dunno whether it's like something you connect to like a network that's like really far away, such as the Sydney one, and then that then comes. I don't, I don't, honestly, I don't really know. I think that with these sorts of things, I just trust that it knows what it's doing and as this is security app, you know, I trust that it's securely connected and that sort of thing, but yeah, I guess I just assumed that I'm using a VPN from this point onwards.

Rebecca: Okay. Thank you. So that was the last task for today. So I'll go ahead and stop sharing my screen. And then we can just talk about the prototypes that we saw today.

P1: Okay

Rebecca: So first I would like to ask, if you… let's say that you wanted to tell a friend about the app that you just saw and about the VPN feature, how would you describe it yourself to a friend?

P1: Okay. I'd say that it's is a really simple app to use. I mean, definitely. I don't know whether it's just because it was a prototype, whether it is exactly how it would be when you download the app, but there was no, you know, like proper registration process, I suppose. Maybe you can't have that in this because I'd have to give details and whatever, but you know, if the, if that is the case that you only register, if you buy the premium or whatever, then that's always a good thing. I think, because having to give your email over, even though this is actually a security app, I'd probably still get emails saying like, Oh, we've discounted the membership fee for this month or something like that, which is always really annoying. But yeah, I'd say, you know, it's a simple app to use, literally just took, you know, seconds to get VPN sorted. And from my experience, it's not normally that simple and yeah, it was just a, just a good app to use. And also the fact that you do get 500 megabytes, I think anyway, free is a massive selling point because I'm trying to think what the, I think it was Nord VPN maybe that I used last time and yeah, you had to have to pay monthly or however much it was. And to have a certain amount free is a really big thing. Especially if you only sort of use it once in a while, such as for a football game that you can't get on the TV. So, yeah.

Rebecca: Okay. Thanks. And how would you describe what a VPN is and what it does?

P1: So I suppose that you're connecting to the servers of a country other than your own. So for example, in like, I guess most people are aware that if you're living in say like Iceland, for example, the, the things you get on Netflix are very different to what you get here in the UK where I am. And so I guess that you using a VPN, you get the advantage of being able to just pretend that you're somewhere else and use the internet as if you were in that country that you're using the VPN from, which means that you can browse more and yeah. Watch things that you couldn't normally watch in terms of security. Honestly, I couldn't really describe what it does. I've never really used it with that in mind, to be honest.

Rebecca: Okay. Thanks. And I'm looking back at the three prototypes that we saw today. What messages stood out to you from those prototypes?

P1: What messages, how do you mean? Sorry by messages,

Rebecca: Meaning like the error messages or descriptions, like the words that you saw within the app.

P1: Okay. So the first prototype, I remember the sort of error message that came up and I tried to connect to the VPN. It was really vague. I don't think it really, it didn't mention our internet. It just said it hasn't worked try again, which actually ended up being perfect advice because I tried again and it worked, but if it hadn't worked the second time, that would be really annoying because it doesn't really tell me what to do from that point. And that's why I'd have to, I suppose, sort of outsource advice and go to Google and try and find out how to fix it. Whereas for the other two is sort of mentioned specifically internet connection was the issue, which meant that had I tried again and it hadn't worked, then, you know, I'd know what to do next. You know, I check my internet connection, maybe go on because we have two different wifi, so I'd go from one to the other and hopefully that would fix it. So yeah, I remember the last two anyway, what best in the first error message.

Rebecca: Okay. And about the descriptions, I remember when you were looking at the web shields for the first one, it seems that you were a bit confused about what it did.

P1: So the first one webshield, I'm trying to remember what it said specifically. I think that, whereas the other two were more, I think that in, in the second one and the third one, they sort of said, I'm trying to remember exactly what they did say, but sort of, you know, you don't need to worry when you go on to particular websites. What about the, it will be fine. Whereas the first one, I don't know what the it's, you know, the fact that I can't remember what we were and what it said, whether that is a point in itself. I honestly can't really remember, but I don't think I came away from it knowing entirely what it did. So whether it was maybe just explaining what a webshield is, as opposed to what it does, I think, as I'm not particularly into technology and security, whatever, just knowing basically just what it will do in a sentence such as it will protect you when you go onto a different website. Probably more useful for me. So, yeah.

Rebecca: Okay. Is there anything that you do remember about the first one?

P1: In that as in, on that particular for the webshield, do you mean? Or just for the whole thing?

Rebecca: Just in general

P1: I think the first one, I remember the, the start button or maybe it was, I don't remember if it was star or whatever it said register. I think it said start, like at the very beginning of the big blue button. And I think, yeah, that was one I expected to have us have registration process that, that didn't yeah. That didn't arrive. I think that, that could've really ended up going anywhere with the sort of let's get started. I think that was either the second one or the third one. That was more, I don't know, it felt a bit more like a normal app, you know what I mean? I feel like they all try to be a bit more friendly, whereas that first one was very sort of straightforward and I wonder whether maybe for that kind of app that's actually what a lot of people want is

just a really straightforward thing. They don't really care about what their app is telling them. But yeah, I remember that as well as for the first one. I'm trying to remember. I think all of the descriptions, actually, even not just for the, for the sort of web safety, one, they weren't as descriptive in what they would actually do to help at least not as simply put. And I think that for me, and maybe for a lot of people, it does need to be quite simple because I really don't really, I don't know much about this area of internet protection. So I remember the first one wasn't quite as clear as the other two.

Rebecca: Okay. Thanks. And can you think of, or could you show me a website that you regularly use that kind of speaks to you?

P1: This speaks to me, sorry, in, in, in what way

Rebecca: That maybe feels relatable or that you really enjoy using because of the way that it communicates to you.

P1: Okay. Would that be like an actual website, sorry, or an app as well?

Rebecca: You can mention apps or websites, but yeah, we have some extra time, so yeah, if you had one in mind that you could show me,

P1: Well, I mean, one that pops to mind immediately just in terms of how much I use it, I suppose, would be Twitter. When, when you say show me, did you want me to like share my screen or something like that, or just, just sort of tell you about it. I mean,

Rebecca: Well, I suppose if, if there's any personal information involved that you don't want to share and you can just tell me about it.

P1: Yeah. Maybe, maybe with Twitter I'd yeah. I'd just tell you about it, I suppose. But I think, yeah, the way that it, it sort of, I suppose, communicates with me, it's just the fact that it's very good at conveying to me the information and the sort of tweets and things from other people that it knows that I will like and enjoy, I suppose that's all part of like the algorithm, but it, I suppose it doesn't communicate in terms of, you know, you do get sort of messages from Twitter, it updates and that sort of thing. I'll explain what it's done, but I think, yeah, it's main form of communication really is pushing things towards you that it knows that you are interested in, which sometimes actually can be kind of a bit scary. Cause I mean, I'll find, but say if I'm speaking to my housemate again about like the efforts in game or something that he's watched as has never been fun.

P1: And then suddenly I noticed on my Twitter that I'm being pushed forward, these Everton related tweets, and I'm wondering how they've ended up there. And I suppose I would have like Googled Evanson or something and then it's realized that. And so I suppose that's sort of how it communicates with me and whether that's a nice thing or a creepy thing, I don't know, but I know that it's very user-friendly if there ever is an update, I know what's happening and what they've changed. And in fact, yeah, I, I think that on the app, when they add something new, you get a sort of blue speech bubble come up and it says, I think they added fleets recently sort of like store that like, I guess, you know, stories at the top and the soul circles. And when they added that, I think it sort of came up with like a text bubble saying we've added fleets. Why not give them a go, you know, that sort of thing. So it's very clear where everything is and yeah.

Rebecca: Okay. Thank you. And so my understanding is that like, even if it's a little bit creepy at times, the personalized nature of the messages you get is appealing because you relate to it. Is that correct?

P1: Yeah, I'd say so. I think, whereas a lot of people can get quite freaked out by it. I think that or at least for me personally, I look at it objectively and I think that Twitter as like a massive, you know, website and

company probably aren't gonna, like, I don't know, sell my information or try and hack me or find me in the street or whatever, because that, you know, they're Twitter, if they did that, then they, they probably wouldn't be as big and famous as they are. So I'm not even if it does come across quite creepy when they show me stuff that they probably shouldn't know. It doesn't really worry me too much. And to be honest, that sort of makes the whole experience a bit easier. Cause I do get shown and stuff that I will normally end up liking and then I follow that person on Twitter and whatever, and yeah, it makes it a bit more relatable for me anyway. Yeah.

Rebecca: Okay. Thank you. And you also mentioned updates like messages, about updates. What stood out to you about those messages?

P1: I think so I'm trying to compare it to other apps. So for example, like with Snapchat, for example, when, when it updates, there's sort of a new feature that I don't know, maybe they've changed how like the, the layout of the chats or something works, but they don't, they don't really tell you that, that unless you go onto your app store and look at the information at the update and maybe that's something that lots of people do, but I don't really do that. Which means that when I then go on the app and it's changed I'm a bit so surprised because sometimes they can update just when you're not even using the phone. So with Twitter when they've made, when they've done an update, you can sort of literally see immediately what they've updated and where the updates have happened. Just when you open the app, which for me is really good because maybe I'm too lazy to go on the app store and actually look at what they've done. But yeah, it just makes things clear, sort of to see where things have changed and why and how.

Rebecca: Okay, thanks. So, so I'm hearing that like when there are new things, it, you like it that they draw your attention kind of to the changes instead of letting you figure it out for yourself. Is that

P1: Yeah, I think when this was signposted it's for me anyway, I quite like that. Just so you know, especially because then I know I'm not missing out on anything. If they have added something new, then I know where it is and they normally sort of, if it's complicated, they'll give you some steps as to how to use that as well. And yeah, I like that.

Rebecca: Okay. Thanks. And also you, you mentioned just now like steps to complete, complete new things or like to, to set up something new, what kind of stands out to you about those kinds of messages?

P1: So to give us another example, I think with the sort of fleets, for example, the stories at the top of the, towards a page that would, I think anyway, that, that, that they'd have like this, the bubble come up that says, you know, we've added fleets, take a look at them or whatever. And then if you press this plus button where you can then do it, a fleet, which I personally haven't done, but I did, I did press it anyway, just to see what, what it was, you then then opens up the fleet screen, but then you get another message saying like what it is and what to do once you're at that point, which I think is useful because if they have a speech bubble at the top, it says we've added fleets and then you press on it. And there's no more information. I don't know. You'd be a bit sort of in the dark as to what those fleets actually are. So I think it's good that the first time you do it, it sort of guides you through. Yeah. Just makes it all a bit more of a comfortable and easy experience, I guess.

Rebecca: Okay. And you said that you didn't do it or like that you didn't use the feature yet, but you still went and tried to do it because of the description there. Would you say that those descriptions had an impact on your willingness to try?

P1: No, I wouldn't say so. I think that, you know, because, so I went on to Twitter to scroll or whatever, and then I see this speech bubble come up and say, they've added something and I'll go and take a look at it, but I'm just there. And then I probably just didn't have anything interesting to share or as a story on my Twitter. I like that. I guess that with that sort of thing, you, you wait until something interesting happens or

you have something you want to say and then you do it there. And then so, yeah, that was the only reason really that I didn't didn't do it at the time, but, you know, I still clicked on it to just see what would, what would happen if I was to upload something. Okay.

Rebecca: And so would you say that the message itself kind of grabbed your interest and made you more, more interested in like kind of engaging with that rather than scrolling at that time.

P1: Yeah, I I'd say so. I think that, you know, had the, had the bubble not being there, I think I'm sadly I use Twitter so much, probably more than I should do. I would have noticed that immediately, but it had changed. I probably would've clicked on it anyway, but I think I wouldn't, it wouldn't immediately have been clear to me what was actually going on. What, why the social circles were there at the top? I mean, having said that, I mean, it's the same, you know, my Instagram do it and fate even what's up do. And I think all of them have this stories function, but I think if I weren't familiar with that already, I would have found out just by general curiosity. But I think having the speech bubble that just meant, I immediately knew what it was, which was handy for me. But I, yeah, if I, if I didn't use Twitter as much as I do, I might not even notice that they'd added it. So I think it is good to have the bubble bath.

Rebecca: And when you said that you immediately knew what it was, are you referring to the story feature itself or the, the update format of the bubble?

P1: Oh, so the, the story feature itself because yeah, it hadn't been there and then once they added it with the update, had the bubble not in there, you know, is so normal now for social media science to have stories that sell for the page that I think I just automatically knew what it was, but I suppose for a lot of people they wouldn't. So it's good to have that message that just to let you know really.

Rebecca: And would you say that bubble format was also immediately recognizable for you

P1: As in the sort of like the, the message, like the message, the Twitter? Okay. Yeah. Yeah, I think so. I mean, I think I'm trying to think of other websites where they've, they've done that, but I think normally if, you know, if a new button has been added to a screen on a website or something, there is normally some kind of pointer towards that new thing. So I think that Twitter is definitely not the only one that does it. So, but yeah, as soon as it came up, I knew that it was, it was telling me about some, they, they added, I think it's quite clear straight away what was the purpose of it.

Rebecca: Okay. And can you remember similar types of messages from other social media apps? You mentioned Instagram and Snapchat, I think. Or maybe Facebook.

P1: Yeah. I think I'm trying to think what the, I think Instagram might have done it. They added, I think it's called reels. I haven't used it myself, but it's like their version of TikTok. I, and I'm pretty sure that when I went you, when it says sort of updated itself, I'm sure there would have been some kind of message that drew me towards the reels because they probably want to get lots of people using it so they can make lots of money. And yeah, I think that just knowing now how I use Instagram, I know I know what all the buttons are and what, where they go to. And I don't think I'd know that had it not told me after the update, because to be honest, I don't really use any of it. And there's sort of like, I think there's like a marketplace and that's reels and whatever, and I know what they are, but I've never used them. And the only reason I know what they are must be because it, it tells me after an update. So yeah, I think we'll all apps probably have their own ways of drawing your attention towards the new things that they've added.

Rebecca: Okay. Thank you for your feedback. We've finished everything that I planned for today's session. So I mentioned earlier that I might not be able to answer all your questions as we went through the session, because I wanted to see what you would do without me here. But I also mentioned that if there was

something you wanted to know about, then I could answer all of your questions now. So do you have any questions for me?

P1: I think the only question I have just out of curiosity really is whether the VPN at what would the app that you showed me, whether it's only for phones or whether there is a sort of laptop or computer capable as well.

Rebecca: So the ones that I showed you is just for phones, that is a prototype for iOS, but the product itself has desktop features. If you upgrade to the, to the package, we have like a normal package for up to like five devices. And then we have a family package that's up to like 20 devices. So yeah, the particular one that I showed you is just for phones, but the product itself is also available on desktop.

P1: Okay, cool. Thank you. And yeah, otherwise I don't, I don't think I have any questions really.

Rebecca: Okay. Well again, thank you so much for meeting with me today and thank you for all of your feedback and yeah, it was great to meet you. So have a great day. Thank you very much.

Rebecca: Okay.

P1: Bye.

Rebecca: Bye.

Participant 2 – "Camille"

Interview with Rebecca S.Vaughan and Participant 2
April 26 2021, 11am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	34	Master's degree	Self-employed	Education Management	$20,000 - $39,999	Average	United Kingdom	English	Native	TPC	3508634A

P2: Hiya

Rebecca: Can you hear me?

P2: Yes, I can. Can you hear me? Okay.

Rebecca: Yup, I hear you great. How are you today?

P2: I'm good. Thank you. How are you?

Rebecca: Very good. Thank you for asking. Thank you so much for meeting with me today. Online. My name is Rebecca Vaughan and I'm a researcher with a company called Avast and today I'll be walking you through the session. So I have some info that I will read through just to start to make sure I don't miss anything. And we're showing people three prototypes of an app that we are currently working on and just watching how they engage with the app to find out which one works best. Just to be clear about our intentions, we're not testing you or your technical abilities at all.

P2: That's good. <laughs>

Rebecca: Don't worry. The goal here is just to learn how we can improve our app. So if something seems unclear to you, that's really valuable feedback. And on the other hand, if something stands out as positive, I'd love to hear your thoughts about that as well. Does that sound okay?

P2: No, it does.

Rebecca: Awesome. If have any questions while we're looking through the app, feel free to ask at any time, but with that being said, I may not be able to answer your questions because I want to see what you would do if I wasn't here to answer them.

P2: Yeah.

Rebecca: So if there is something that you would still like to know more about, I can answer all of your questions at the end.

P2: Yep.

Rebecca: Does that sound okay?

P2: Yeah, it does.

Rebecca: Okay, great. We asked for permission to record the session just for internal purposes and I'll share just some background on that. It's mostly so that I can focus on our conversation now and then watch the session back later to take notes and to write everything down that I, that I learned. We'll never share your personal information, like your name or your contact information with anyone both internally or externally, but we might share something like demographic data, something like your age or your occupation, just because it's relevant to the context of the product. So do I still have permission to record the session

P2: You do, yeah.

Rebecca: Okay. Thank you. And one last thing I'll just confirm that this interview will be about 60 minutes total and you'll pay, you'll be paid through the user testing platform and about one week does sound okay?

P2: Yeah, it does.

Rebecca: Okay, great. Do you have any questions before we get started?

P2: I don't. I'm just excited to see it.

Rebecca: Great. Yeah, I'm excited too. So could you tell me about the last app that you used on your phone?

P2: The last app I used is actually a post-it note because I quite like making lists. So I write lists on them of things that I need to do every day. I would just have, like, I can't remember what it's called. I think it's literally just called it's "Color note". So

Rebecca: What is it again? Sorry.

P2: Color note

Rebecca: Color note. Okay.

P2: So it just allows you to do little post-it notes and assign different colors to them or whatever. So a little bit boring maybe, but… <laughs>

Rebecca: Not at all. And are there any messages, like errors or descriptions that you remember from that app?

P2: No, not really. I haven't, I haven't had any, any issues with that one, but…

Rebecca: Okay. Thank you for sharing that info. So we'll get right into the prototypes. I'll show you the first of three and what I'll do is share my screen and then give you remote access that you can click through the prototypes on your own. So bear with me just one moment while I get everything ready. Can you see my screen?

P2: I can. Yeah.

Rebecca: And you did have remote access now. Can you click on that prototype when you're ready?

P2: Okay. So just click on it. Yep.

Rebecca: Okay, great. So while we look at these prototypes, I'll have a few tasks that I'll ask you to complete just as you normally would. Do you have any questions before we get started?

P2: I don't think so. No.

Rebecca: Okay. So let's say that you've just downloaded this app. It's called Avast One and it's for mobile security on your phone. And what you're looking at here is your smartphone screen. So can you help me understand what you see here?

P2: Okay. So it gives you a little bit of information at the top tells you what the app does. So it's inspecting all, all, all of the websites. So it would give you a coverage. I think whenever you're online to anything that you access and also allows you to kind of secure any information that you're putting on the internet as well. So it's encrypted, it looks as well like this, there's a fingerprint technology there as well with the load at the bottom.

Rebecca: Sorry. I forgot to mention that you can scroll.

P2: Oh, Oh yeah. So yeah, this right. So also it tells you about data breaches as well. So, so that's quite handy.

Rebecca: Okay.

P2: I think I'm at the bottom there.

Rebecca: Yes. I think you are as well. Okay. And without clicking, clicking quite yet, what would you usually do from here? What would be your next step?

P2: I guess I'd click on the **start** button. I think that kind of gives you an overview of the site, but I think perhaps pressing **start** would give you a little bit more detail as to each of the sections.

Rebecca: Okay. So what would you expect to happen when you clicked it then? Just to see more information?

P2: Yeah, I think, I think it might go into a bit more detail. I mean, there's a **login** button as well. So I'm guessing that the **start** button would be mainly for people who don't have an account, so it would give you a bit more information about how to install it, any costs, how it runs. So you can kind of have frequently asked questions or something like that. That would give you a bit more detail to find out.

Rebecca: Okay.

P2: …And obviously to set up an account as well, because there's a login details.

Rebecca: Thanks. So, so yeah, if you want to go ahead and proceed as you normally would. And now could you tell me what you see here on the screen?

P2: Okay. So it does tell you that there's encryption, so you can set that up or it looks like you can basically choose which parts you want to, to kind of install or access. There's **scan incoming files…** So each one of those has got a **set up** button. So to me that would kind of imply that you could just kind of pick and choose which bit you want to set up as opposed to like a full install of all the, of all the different features, I think.

Rebecca: Okay. And you mentioned encryption, what do you think they mean by encryption?

P2: Normally when you, you send data, I don't know when you fill in forms online or putting in, I don't know, card numbers when you're shopping that data is often kind of, it's kind of like the scramble, the data, isn't it. So that it can't be picked up by, by anybody hacking in or…

Rebecca: Okay.

P2: Okay. I kind of think it's to do with anything you put out on online.

Rebecca: Okay. Thanks. So now I will ask you to complete some tasks, please.

P2: Yep.

Rebecca: And before we move on, I just want to emphasize again that I'm not testing your technical abilities at all. We're just interested in seeing how you would interact without me here. So please, don't worry about hurting our feelings. We want to hear the good and the bad and everything that you're thinking. So if you can just think out loud as much as possible, that would be awesome.

P2: Yeah.

Rebecca: So from this dashboard screen, how would you set up the VPN if you wanted to do that?

P2: So the VPN has a box at the top, so I would go to set up on here. And you want me to click on it?

Rebecca: Yeah, go ahead.

P2: Yep. Okay. So that's how the read through. It says obviously what it does that it protects your privacy and protection online, and then it kind of gives you just basically the main features of it and kind of explains those in a bit more detail. So yeah. And then it, obviously it highlights it doesn't slow… having it running doesn't slow your browsing speed or anything like that down. So then I'd click on **continue**. Should I click on that?

Rebecca: Go ahead.

P2: Okay. So then it tells you in a lot more detail, so you can read obviously all the fine print what a VPN is and then it's the full policy. So we'd like you to know what kind of personal data we collect from you. So it it's, it's basically like data privacy and, and how it's used and how it stored to make sure that it's well, it's not, let me scroll that thing...

Rebecca: Yeah. This one doesn't scroll…

P2: Ah right. So yeah. So it tells you how, how your data's used and stored so that you can decide if you're happy with that.

Rebecca: And then is this something you would usually read through?

P2: Yeah, I would actually. I am a bit funny with stuff like Facebook is a common one and people never bother to read through it all. And, and then they get shocked when the photos ended up somewhere else. So, so I do try and kind of get people in my family to at least read through through well. I think especially some apps I'm less fussy with, but I think given an app like this, it would be used on every single webpage you go on and, you know, everything that you enter. So I think it is important to kind of have a look through really, because I think once you've installed an app, sometimes it's done. So you kind of forget about it and

you forget what you've agreed to really, because like, Facebook's a classic one, but pe…most people have had an account for years, so they don't remember what they signed up to years and years ago. So, so yeah, I think it is, it's worth a quick read through. I think people don't tend to bother when it's really lengthy, so obviously you'd kind of scan read it and pick out the most useful bits.

Rebecca: Okay. Thanks for that feedback. So then what would you do next from here?

P2: So I'd click on accept, obviously, if I'm happy with the terms and then it asks **security would like to add VPN configurations or network activity on this iPhone, maybe filtered on monitored**. So obviously that's just confirming that you're happy to have it kind of scanning all of the stuff that you transmit. So I'd click **allow**.

Rebecca: Okay.

P2: And then says it's disabled at the moment. It reminds you that you connection is vulnerable, which I think is good. And then obviously there's a recommendation there, which I think is good because sometimes you can have so many settings that it's like, do you go with sometimes enabled or, and it gets a bit confusing. So I like the fact that it recommends a setting for you. And then, yeah, I'd just click start on that too, to kind of enable it. <inaudible> <laughs>.

Rebecca: What happened? Could you, could you explain what you see here?

P2: I clicked on start and it said, **sorry, VPN, couldn't be turned on. Please try again.** <laughs> So I'd probably try again. It might just be like a connection thing. Yeah. So, so that's allowed. So it might just been a dipping connection. Okay. So…

Rebecca: That didn't work. Sorry, just one quick question. In case that didn't work, are there any other steps you might have taken to try and solve that problem?

P2: So I would probably try to like go into my apps on my phone and force stop and just see if it's kind of crashed and maybe try, loading it up again. If that didn't work, I'd probably try turning my phone off and on. And if that didn't work, then I'd probably look if I downloaded it cause I have an Android. So if I downloaded it from the Play Store, I know that people use reviews on there and just post one, there's like a bug or glitch or something. And normally the developers are quite responsive. So, so I'd probably post in there. It might just be, I don't know, a new version or need an update or, or something so... And then if that didn't work, I didn't get a response. I'd probably see if you had a Facebook page and kind of instant message on there just to kind of see if it was my device that wasn't compatible or something else.

Rebecca: Thanks. Okay. So then what else do you notice on the screen? What else…

P2: So obviously you can change your location? And it says here **used data from your free plan**. So I'm guessing, I'm guessing that the app kind of, maybe you have a free plan that you can scan so much data and then you have to pay for upgrades to do more than that. So that's quite handy if that... If that's the model, then it's quite handy having that there in one place that you can kind of just at a glance, see, you don't have to go into a separate how much data have I used kind of thing. It also says that **you can automatically scan every connected network for potential threats**. So that's quite handy that it's got an automatic scan function as well. I like that because otherwise it just becomes one of those jobs that you never get around to doing <laughs>.

Rebecca: Okay. And based on what you see here is the VPN working now?

P2: Yes, it's enabled. Yeah.

Rebecca: Okay. And how do you know?

P2: It just says at the top enabled, whereas before it was VPN disabled.

Rebecca: Okay. Thanks. And have you seen or work anything similar to this before?

P2: Pardon?

Rebecca: Have you seen or worked with anything similar to this feature before?

P2: Not on my phone, no. I know on my laptop when I've had like firewalls and stuff, sometimes windows 10 is a bit temperamental with its updates and tends to turn things off randomly. And then I have to go in and it'll, it'll tell me that it's disabled or enabled and I have to go in and look at virus protection and stuff, but not on my mobile phone.

Rebecca: Okay. Thanks. So now if you wanted to return to the dashboard, how would you do that?

P2: Oh, I'm guessing that I would press this cross here because I'm guessing it's a new window that's popped up. So I would just click on there.

Rebecca: Okay.

P2: Yep. It's come back to there.

Rebecca: Thanks. Okay. So next we'll look at our second prototype.

P2: Yeah.

Rebecca: And so I'll just steal this mouse here for a moment and it may look familiar because it is a different, but very similar version of the one that you just saw. So we will follow the same steps that we did for the first one. Okay. So you can go ahead and click on this whenever you're ready.

P2: Oh, okay. So it's…Okay. So it's, it's very similar. Although obviously the terminology is different, the vocabulary is different. And then you've got, obviously **let's do this** at the bottom instead of **start**.

Rebecca: Okay. And now what do you see here on the screen?

P2: Okay. So hiya friends, welcome to Avast One. And then obviously the three settings that you've got down there. So you've got your VPN, your Webshield, and your Breachguard.

Rebecca: Okay.

P2: Yep.

Rebecca: Thanks. And once again, if you wanted to set up the VPN, how would you do that?

P2: Okay. So I'd gone the VPN again. And then yeah, again, it's got all of your mid features on there and then I would click on **next**. So to have a read through this and decide yet that's what I want and then click on **next**. And then again, you've got your privacy information. So I'd have a good read through there. And then if I was happy with all of that, I would just click on **accept** and then yep, **Allow** it to access the settings on my phone. Did you want me to **connect** on that one as well?

Rebecca: Sure.

P2: Okay. One thing I do like on here is it, it tells you how much data you've got per week free. Really, really clearly I'm here with the white cause my, my eyes just kind of went straight to the white font on that. So, so that was quite eye-catching. So I'd click on connect…

Rebecca: And what happened here?

P2: It says **Oh no, a big red bar, please check your internet and try again.** So it's a bit clearer as to the type of error message that it is that the internet that's at fault rather than my phone or the app. Okay. So it's connected it now. Yeah.

Rebecca: Okay, thanks. And based on what you see here, would you say that it's working?

P2: Yeah. Yes. It says it's connected. Yeah.

Rebecca: Okay. Thanks. And what do you think they mean by connected?

P2: That it's kind of connected to your phone and everything that's kind of coming through to your phone and going out from your phone, but also that it's got that internet connection with it. So kind of triangulated really between your phone and the VPN kind of scanner and, and the internet as well.

Rebecca: Okay. Thanks. And so if you wanted to go back to the dashboard, how would you do that?

P2: So I'd click on the X again. At the top.

Rebecca: Okay. And now, so now we can move on to the last prototype for today. And once again, it's a similar but different version of the ones that you just saw. So we will follow the same directions as before. So you can click on this when you're ready again.

P2: Okay. So again, you've got your, you've got your three different functions in there. Yeah. And then you've got, **get started** instead of **start** or, or the other one <laughs>. Yep. So again, you've got your three different functions and a little bit of an explanation and how to set them up.

Rebecca: Okay. And so what would you do from here to set up the VPN?

P2: Okay, so I'd click on the setup button under VPN, and again, it's got your, your four main functions of it and a little kind of blurb to explain them. Yep. And then I would click on **next** and then there's the privacy policy. So I'd go through that and have a look. And then **accept** once I was happy with that and then **allow**, because obviously that's just asking if it wants it to access your phone settings and then to connect to out, click on **connect**, says it's paused at the moment. **Please check your internet connection and try again**.

Rebecca: And so what would you…

P2: Sorry.

Rebecca: That's okay. What would you do for when you saw that error message?

P2: So, yeah, I would just kind of try it again just to check that it isn't like an internet signal if it's needed in the internet, then obviously if you're on wifi, that can be a bit temperamental as well, depending on where you are in the building. So I just kind of just try it again, but it works.

Rebecca: Okay. Okay. Thanks. And so would you say that the VPN is working based on what you see?

P2: Yeah, it says it's connected at the top.

Rebecca: Okay. Thanks. And so if you wanted to exit to the dashboard again, how would you do that?

P2: So I would click on the cross at the top and then that would close that window down and then I'm back to the main menu.

Rebecca: Okay. Thanks. So that finishes all the tasks that I had for today. So now I'll just stop sharing my screen and we can speak a bit more about the prototypes that we saw today. So if you wanted to describe the app that you just saw to a friend, how would you describe it?

P2: I'd explain it as like security system for your phone so that it kind of covers all the basis so that it, it is like virus checker for the websites that you browse in. But it also encrypts your personal information when you're entering information onto your phone, but they also adds the dimension of letting you know, when there's been a data breach so that you can then kind of take action and change passwords or, or whatever you need to do to kind of remedy that for new bank or, or anything.

Rebecca: Okay. Thanks. And what about the VPN, if you wanted to describe a VPN to your friend, how would you describe it?

P2: Okay, so, so it's a virtual personal network, <laughs> I think. And that basically that is it's, it's on your computer or or hard drive and it's kind of a way to identify you and, and your device, or what's kind of transmitted out there so that it can be linked more specifically to you probably as far as my technical lingo goes.

Rebecca: Okay. Thanks. And I'm looking back at the three prototypes that we saw, what kind of, what messages stood out to you?
P2:

I like that it's recommended safety levels and it was a good reminder for different things. Sometimes you think that having an antivirus is enough, but obviously the fact that your data, you know, you're putting a lot of data on your phone and an encryption of that is important. I think a lot of the time was so glued to our phones now that we don't really think twice about what we'll put in into them. So, so I think that's good that it reminds you of the three different areas that you should be looking up with safety. And I think, yeah, just making sure that you've got something in the background that you're not having to think about and worry about all the time is, is useful.

Rebecca:

Okay. And so when you said recommended safety levels, which prototype do you have in mind? Which do you remember?

P2:

I think it was actually the second one that, that basically just said that, you know, that we recommend this is turned on. It was under the enabling bit, and it just recommended that you had it on all the time. So because obviously there is the option on the third one as well. I think they called it pause. So, you know, I'm not, I'm not quite sure I can't envisage a situation where you'd have it, but then pause it. I need to pause it, but I suppose if it conflicted with any settings and you might pause it temporarily, but I think it's a good reminder that it should, should be on all the time.

Rebecca: Okay. And so you were just speaking about the second prototype then. What do you remember from the first one?

P2: The first one was really clear. I think, I think the language was concise in all the boxes to tell you what each feature did. So, yeah, I think, I think in things like you start button at the beginning was there was a **start** and the **login**, it was, it was quite clear to, of how to get started with it…yeah.

Rebecca: Okay. And what do you remember from the third one?

P2: The third one? I think I'm getting a little muddled in my head now <laughs>. I think the fact that you had the pause and the connect from the first one, I kind of, I think the vocabulary for me, I, I did prefer the **connect** rather than **enable**. I don't know why. I think it just, I don't know, enable and disable seems a bit too formal almost right. Whereas connect and pause. It seems, I don't know, a bit more accessible. I don't know.

Rebecca: Okay. And what do you think they mean by enable and disable them?

P2: I think that you kind of just, you just starting the program running and then you stopping the program running in technical kind of a field that you kind of turn it on and off basically. But, but yeah, I don't know. Just, I don't know that is the connect and the, and the pause just seemed a bit more in keeping with the rest of it, with the rest of the language, so...

Rebecca: Okay. And so can you think of a website or app that really speaks to you in a way that is relatable or that you really enjoy?

P2: Oh, I have to have a think. I don't know. 'Cause I have been trying to spend less time on Facebook and stuff. Cause it's just, it's a minefield, but…Yeah, actually what websites I've gone on? A lot of them are selling websites like eBay and Amazon, like, but yeah, just, I think I get Google news updates. They tend to be quite short and concise and, and they pop up and I end up kind of going down the rabbit hole with one story and then another story. And that's a good way to like waste an afternoon <laughs>, but yeah, it's, it's, it's bullet points and very short and concise. A lot of the websites I'm on at the moment are academic ones. And I wouldn't say that they are particularly easy to, to understand so…

Rebecca: What kind of academic websites?

P2: I'm doing a master's at the moment in psychology, so there's a lot of journals and, and yeah, just the library articles and newspaper reviews of broadsheets. So it's not, not the th… the lightest of reading.

Rebecca: Okay. Okay. And you first mentioned Amazon and eBay as well.

P2: Yeah.

Rebecca: What stands out about that type of communication?

P2: I think that you can search for things and there's not too much text on a page that you can, especially with eBay relative to Amazon, you can usually find what you need to in very few clicks. So Amazon tends to kind of send you off on, you know, you'll put in one search term and everything will come up, but, but yeah, just, just being able to kind of have a clear search bar, a clear button for how you find help or frequently asked questions or stuff like that is quite quite handy. And, and a contact us button I think is handy as well. So they just seem to make it easy to kind of access the site. And if you get stuck, you know, that there's an easy process to follow.

Rebecca: Okay. And so what I understood from that is that you prefer sites that do not have much text, and only kind of provide texts when you are looking for help. Is, is that correct? Would you agree?

P2: A little bit? Yeah. Just short sentences that doesn't overload the page. You can quickly scroll to whichever part you need, because you're not having to read through lots and keep scrolling down and keep scrolling down a lot. So obviously things like your privacy notices have to have, and the lengthy text, because it's the legal stuff. So you need to make sure you, you can agree to everything, but like, for example, I'm not on all the prototypes, the fact that you have like the form and features with like lead line and then a little bit of information, but not too much after I think works really well, because if you want it to just read the four headings, then you can read the four headings and you've got the gist, or if you want to know a bit more there's enough detail level.

Rebecca: Okay. Thanks. And would you be willing to show me a site that you visit regularly and talk me through what you think about the messages that are there on the website?

P2: Yeah. I'll have to think of one. Brain's a bit dead. Actually. I don't know what of them been on recently. So nothing, my search history we've been bite shopping and stuff for the children. So there's like, there's, there's a lot of, there's a lot of sales sites, to be honest, I tend to, you use it mainly for either university or shopping <laughs>. So what would you like to, to kind of go on or am I needed to share my screen, or…?

Rebecca: Yeah, sure. If you wanted to share your screen, maybe just open an incognito window to make sure that you don't share any personal information.

P2: Yeah. I'll will we'll have a look. I'll just, Let's just shut the user testing window down <laughs>.

Rebecca: And it could be a website. You said that you're doing a lot of shopping later or recently, so really anything that you visit recently or that, that might stand out to you?

P2: Yeah. So, So it's, let me just share the screen. I think it's okay. That again, so I don't think there's any personal information on there, no. So yeah. There's, there's different sites that we've been on. I think, I don't know. We use, like, we've been on the Halford's website for bikes recently, which is, is bikes. Let's have a look. Let's see what comes up here. It's taken a while to load.

Rebecca: No worries.

P2: Yeah. So, so the Halford's website, we've been on the last few days to kind of look at finding information about the kids' bikes and what sizes we need and features and things like that. So we, we kind of narrowed them all down from there and, and I did find their site quite easy to use compared to a couple of other bike suppliers.

Rebecca: Okay, and what stood out to you as easy from, from your experience with this site?

P2: So I like the fact that the search bar was right on the top and it's nice and big. So you can't miss it. Obviously everybody's having to have the COVID warnings at the moment, so they kind of clutter up the place quite a lot <laughs>. But yeah, so I could, I could search in here for like, I dunno, kids bikes and, and search, and it would come up with everything down the side and you could search by size. Then you could look at actual stock. I found that there were other websites such as Argus, which were an absolute pain because they'd show everything that they do. And then you'd kind of really want something and you'd log in. And it said that it's not available in 90% of the country. So it's like a bit pointless being on there. But yeah, so I liked that you could have a look, but then it also had different guides up here. So you've got the bike side guide and a buying guide and kids, bike Club. So you want different places that you might not need, but you know, if you did have some questions, you could easily click on those and, and bring up a

different window where things are. So, so it had all the bikes and obviously all the filters down the side that you could, you could look up and then usually down the bottom, there's a contact us. I'm pretty sure their's did actually at the bottom. Yeah. So at the bottom you had like the help and advice. It was contact us and different things like being able to track your order and booking. And so all of that kind of stuff frequently asked questions was, was nice as well.

Rebecca: Okay. And so, from what I understand, the kind of guidance information and like the navigation information is some of the most important to you on when you're looking at a webpage, is that correct?

P2: Yeah. Cause I think you actually go into a shop or, or anything like that. Or for example, say I was studying in an actual university, I'd have a tutor to that. Or if I was in a shop, a sales person there to ask questions, if you got stuck, when you're online, you kind of by yourself or you just sat at home or wherever you are and there's just you and your screen. So if you can't find the information on that screen, then you've got nowhere to go for help. Really. So knowing that it's there, if you need it is, is useful. Because for example, if you have got a contact us button or some, some point of reference, then if you do have an issue, even if it's not the product, that's the issue. It could be a conflict with something else on your phone, or it could be an update that isn't compatible or something's gone wrong at your end. But, but otherwise it can take you a long time to resolve that issue. So one possibility is if you can't resolve it yourself easily, then you just get rid of it and choose something else.

Rebecca: Okay. Thanks. And I also heard, you mentioned something about an item not being available in your location.

P2: Yeah.

Rebecca: That sounds like a frustrating experience.

P2: I think it's one of those where if it's out of stock, they should just not have it on the website <laughs>, especially when it comes to sales stuff. But so when there's been sales we were looking for, I think it was like a fort for our sons and there was a sales section and there were about eight pages of Lego and we thought, "fantastic". And we scrolled and we scrolled and we scrolled and you'd gone to each item, you put your post code in. And it said, no, no stock. And so you'd put in about 10 different random post codes or cities, and it said no stock and you thinking, "why are you on there?" <laughs> So, yeah, it's just, just an example of some sites that, that make it very difficult to find information. It would have been easier if any other couple to say where those are rather than all the places that they weren't.

Rebecca: Yeah. And so from what you could see on the page, was there any information that indicated like helpful, helpful information that would have kind of prevented that frustrating experience?

P2: No, I think because they, on the actual website, they ask you to put your post code in. So you do and, and you click search and it says "there are none near you, do you want to check in your local area?" So you click on yes. And then it checks about another 20 stores near you and there's none in that area. So you think, well, why are you on there? It doesn't tell you where it is. So, and the online help's always switched off. So, so you just end up going somewhere else then when it's… At the end of the day, the websites and the apps, I suppose, to make it easier for you and more accessible. And at the point where it stops doing that, they need you to stand up abandoning the app or the website and going elsewhere then.

Rebecca: Okay. And what would motivate you to continue trying on a website or an app if something was not working for you at that moment?

P2: I think you'd give, you'd give something a reasonable amount of time. And usually that would kind of be proportional to how vital you think is. So if you think that's a really important thing, then you're going to

spend longer trying to fix it than if it's something that you're not really as, as fussed about, but like, so that, there's a few options that I would try with restarting your phone, sometimes uninstalling and reinstalling the app. But if all of that didn't work and I couldn't get any help from customer service, then I would just give it up really. But if I had that, that point of contact or, or even like a list of things like in a frequently asked questions, like, have you tried this, this, this and this, then, you know, that would kind of think, well, actually, yeah, they are trying to help you, but they can't be there on the other end of the screen or whatever, it would make me feel more positive towards the brand so...

Rebecca: Okay. Okay. Thanks. And is there anything else about the site that stood out to you while you were using it?

P2: I think… for the prototypes? Sorry.

Rebecca: Yeah. If there's anything else you remember about the prototype, sure.

P2: The prototypes personally, I preferred the, the vocabulary on like the first and third ones. The second one, I think was them in for a very kind of niche market. So I think I don't even like to feel old now, but I am not that thirties. So, but yeah, I, I think it probably won't be the language I'd use. I think it's very kind of bespoke to, I don't know, young, young, maybe twenties in specific geographical locations. So I do kind of think that that kind of narrows that down, perhaps the people who would feel that it's for them. So, but yeah, I think, I don't know. I'm trying to think of, of websites that kind of similar, that I've used to, the ones that you've got, but…

Rebecca: Or what is the, they don't need to necessarily be similar, but just like something that you enjoy using or found easy use.

P2: Yeah I think um…Sometimes if you're wanting to find information out, having like a window that pops out rather than changing the whole page can be helpful because sometimes I don't know, you'll have filled in a bit of information and then you might think, Oh, I don't know how to do that. So you'll, you'll want to go to a help page and you don't want to undo, everything you've done or it'd be hard work to get back to where you are once you've found your answers. So sometimes having a popup for, or something like that. I tend to find what's quite well on the sites I've used.

Rebecca: Okay. And did you need to seek help while you were using this site at any point?

P2: I didn't on this one, actually the only, the only things I did look at on this Halford's one was the size in charts. So I kind of went on to, because I've never bought kids bikes before. So I looked at this site here and it did take me on to a different page, which was a little bit frustrating because it would have been quite handy. Cause I have like more than one child to buy for. So it would have been handy to check their height and have a list of their bikes next to them and not have to go between the pages so yeah, that kind of brought up, it just moved to that page then. So it would have been handy If it had, like what I, what I did at that point was I opened up a second window, went back to the Halford's site. So I did it myself effectively, but it was a bit, a bit more fussy with that.

Rebecca: Huh. Okay. So what I'm hearing is that you were looking at like both sites at the same time, kind of comparing them next to each other.

P2: Yes, Well, no, I had both Halford's, but one was the bike sized page and one was the actual bikes so that I could go between them because otherwise I'd have had to keep using the back button. And so it was handy to just kind of click between them. It would have been handier if, if I could wipe their sizes out and had like the bikes next to them or,

Rebecca: Okay. So, okay. So what I'm hearing is that like the placement of the information is just as important as having it accessible sometimes.

P2: Yeah. Yeah. So I think being able to kind of easily get in and out of the help guides or anything like that is, is useful without losing all the stuff that you do in on the main page.

Rebecca: Yeah. Okay. And what about this page that we're looking at here? Was there anything that stood out to you from this page?

P2: I liked that it was color coded and I liked that it had the sizes clearly laid out. So it did have the wheel sizes, but it also had the ages and it also had the height in metric and Imperial, because I find that we're still, we're still in this weird phase, aren't we, if he was in both <laughs>. So, so I mentioned my children's height in centimeters, but the wheel sizes are in inches. It's a, it's a bit bit confusing, so it was nice to have them all there. So I didn't have to then open a Google window and start doing conversions, but I did like that it had the shop now buttons right next to each one. So hopefully that would bring up the filters for each size. So, so then kind of led you to, it kind of funneled your attention from, okay, I'm getting a bike for five to seven year old. Those are the bikes that we're going to look up so that it wasn't too close on the pages then.

Rebecca: Okay. Okay. Thanks. And yeah. Was there anything else about your experience with the site that that's memorable to you?

P2: I think that's about it really. I think the checkout was really clear and you knew exactly what you're paying and, and what you got for it, so.

Rebecca: Okay. And was it your first experience with the site when you were just buying bikes recently?

P2: Yeah, it was actually, we went on it for about a week, quite a few times to discuss it, both by myself, by myself and with my husband and with the children as well. So we went on it quite few times, so we got to know our way around it pretty quickly.

Rebecca: Okay.

P2: I think it, well, we…we had used it a few years ago for car stuff, I think, but it was a good couple of years ago now, so.

Rebecca: Okay. And is there anything that stood out to the, about this one compared to something like eBay or Amazon where you also shop regularly?

P2: Yeah, I, I think there was a lot more information on this page, but I think that's the kind of range of things that they do. I think E-bay specifically geared for people making quick kind of decisions on what the buy-in. So there's a lot more click boxes to, you know, buy this now or add it to your watch list or anything like that. So I think he goes very fast and responsive just because of the nature of it. So, whereas this has a lot more information about the product, so you can take your time and read through things a lot more. So by the end of it, it almost feels like you've had a full conversation with a sales persons.

Rebecca: Yeah. Okay. And is that something that you, that you enjoyed, it sounds like that was really helpful for you as you were making these decisions?

P2: Yeah. I think that that when you access in any website, it's nice to be able to access as much or as little as an information as you want, which like some of the prototypes it's handy that you've got the headlines with the features and then you've got a little bit of information and then, you know, you go further into it onto

the next page and there's more information and features. And so you can kind of access it at a level that suits you really, because obviously we're all different using these sites. And some people will already have a clear idea of all the terminology and everything that they know and other people will be going into it completely blind and, and have no prior experience. So it's to be able to make it easy, to have not feel overwhelmed, but to have as much or as little information as you need to make a decision is I think quite important.

Rebecca: Yeah. Okay. Thanks. And I just have one last question about something you said earlier, you mentioned that the second prototype that we saw today would have been better for something like a niche market. What do you mean by that? Could you tell me more about like what kind of niche market you were thinking of?

P2: I think that it would definitely be aimed more at younger people. I think it would be the, the vocabulary I think is very American, which is fine if that's like the target audience. But for example, like my mom or, my neighbors probably wouldn't use like "fo sho" and stuff like that. So I think that it narrows the number of people who perhaps think, Oh yeah, this is for me. I know that like, like my husband's mom would probably be asking us like what some of the words mean and stuff. So, so yeah, I think, I think if it's marketed to, to young people, then, then that would work really well because it does make it more conversational and, and kind of may engage them better. But it does mean that like for older people or whatever, then it might be harder. So, and I think that's the problem, isn't it? When it goes, when you, when you go a bit more colloquial, it then becomes much more kind of geographically centered. So what, what, what kind of works in some areas might not work in others.

Rebecca: Okay. Thank you for that feedback. And would you say that there would be a niche market for either the other two prototypes that we saw today? Did they, what kind of like target audience would you think?

P2: Yeah, it's well, that's a good question. I don't know. I think, I think generally the color scheme is very concise and clear and clean and almost professional and it's feel that it's actually not necessarily a fun product, but a functional product that it's, it's kind of going to be, it performs a role and it's, it's not there to entertain. It's there to actually do a really important job. So, so I think the actual look of it in the, the ship, the farms and the colors all look very tidy. And so I'd definitely say obviously it's, it seemed more adults as, rather than, you know, younger for users like teens. But yeah, I think, I think the language is very clear. I said the third one using things like connect and pause, I think would probably have the broadest range, whereas the enable disable, maybe, maybe that is more, a slightly older than, you know, teens and early twenties. Maybe it sounds too formal compared to the third one.

Rebecca: Okay. Okay. Thanks so much for that feedback. So that's all that I had for our session today. I mentioned that I might not be able to answer all of your questions while we were looking at the prototypes, but I also mentioned that if there's anything you wanted to know now that I'm happy to answer those questions. So do you have any questions for me before we end today?

P2: I don't think I do actually. No, it's been, it's been good.

Rebecca: Okay. Well, once again, thank you so much for your feedback. And I had a great time meeting you today and I hope you have a wonderful rest of your day.

P2: Oh, thank you. Yeah, it's been there. It's been good.

Rebecca: Okay.

P2: Okay. Thank you.

Rebecca: Thank you once again. Bye.

Participant 3 – "Helen"

Interview with Rebecca S.Vaughan and Participant 3

April 26 2021, 1pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	42	Some college	Self-employed	Publishing	$40,000 - $59,999	Advanced	United Kingdom	English		PCT	3508634B

Rebecca: Hi.

P3: Hi there. How are you?

Rebecca: I'm doing fine. How are you?

P3: Good. Good. Thank you.

Rebecca: Can you hear me okay?

P3: I can. Thank you. Can you hear me?

Rebecca: Yep. Sounds good.

P3: Excellent. Great.

Rebecca: Thanks so much for meeting with me today. My name is Rebecca Vaughan and I will be leading you through the session today. I am a researcher at a company called Avast and yeah, so I have some info that I will read through just to start, make sure I don't get anything. So we're showing people three prototypes of an app that we're working on right now, and we're watching how they interact with the apps, just to see which one works best and why.

P3: Okay.

Rebecca: And so I… just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal here is just to learn how we can improve our app. Sorry. That's Alexa in the background, I don't know if you can hear it. So yeah, the, the goal is just to learn, we can improve the apps. So if something is unclear to you, that's really valuable feedback for us and on the other, if there's something that stands out to you as positive, I would also love to hear your thoughts on that.

P3: Okay.

Rebecca: Does that sound all right?

P3: That sounds good. I should also probably mention that I'm visually impaired. So if you see me picking up the iPads to look, that's what I'm doing, and that's probably also useful to you as well, to get a, to get an insight from a visually impaired perspective, too, if it's an app that we're looking at.

Rebecca: Yeah. Thank you for letting me know that. Okay. And I can also, when we get to the prototypes, I can also make them slightly bigger if that helps you or, or however I can help, let me know.

P3: Okay.

Rebecca: So if you do have any questions while we're going through the apps today, feel free to ask. But with that being said, I may not be able to answer all of your questions because I want to learn about how you would interact without me here. So at the end of the session today, if there's anything that you would like to know more about, I can answer all of your questions then. Does that sound okay?

P3: Yeah, that's great.

Rebecca: Okay. We did ask for permission to record the session and just to give you a bit of background on that, the reason is so that I can give my full attention to our conversation and to our interactions during this time, and then I can watch the recording back later to take notes and focus more on what you… on the feedback that you give.

P3: Okay.

Rebecca: So we'll never share any of your personal information, like your name or your contact info with anyone inside or outside of the company, but we may share demographic data like your age or your occupation, just because it's relevant to the context of the product. So do I still have your permission to record?

P3: You do, yes.

Rebecca: Okay. Thank you for confirming. And one last thing, I just want to confirm that this interview today will be about 60 minutes of your time, and then you will get paid through the UserTesting platform in about one week. Does that sound good?

P3: Yeah, that's good. Thank you.

Rebecca: All right, so let's get started. Do you have any questions before we continue?

P3: No, that's great. Thank you.

Rebecca: Okay. So could you tell me about the last app that you used on your phone?

P3: Last apps that I used was probably ironically enough UserTesting. It's something that I check lots of times throughout the day. I have it on my computer but I also have it on my phone. And anytime that I get a spare few minutes I'm checking it. I do other survey apps as well, things like Vyper and Vox Pops. So as I say, during my work day, I work from home. So any time I finish a particular piece of work, I'll stop and I'll check those apps on my phone.

Rebecca: Okay. Thank you. And are there any messages, like errors, descriptions, or notifications that you remember from these apps?

P3: Not that I can think of recently. No. They've all been pretty. Yeah. They've all been working pretty well. I can't remember any errors that have come up. I tend to switch notifications off during the day, as I say, because I'm working so I don't have the push notifications enabled, so that's why I go in and check those manually.

Rebecca: Okay. And when you check the message, the messages manually inside the app, is there anything about those messages that stand out to you?

P3: Not particularly, again, it's just part of my routine. So there is not really an indication as to whether anything is more urgent than anything else or anything that needs my attention. Generally, anything that's more time sensitive will come through as an email rather than waiting for me to check it on the app. So no, everything else is quite routine.

Rebecca: Okay. Thank you for that feedback. And so next, I'll go ahead and show you the first of three prototypes and I will share my screen and then give you remote access so that you should be able to control it with your own mouse. So bear with me for just one minute while I get this ready and I can, would it help to like zoom in on the prototype a little bit for you? I think you should be able to see my screen. Let me know...

P3: Yes, I can say, yeah, I can see your screen.

Rebecca: Okay. Is this helpful?

P3: Yes, that's good. Thank you.

Rebecca: And you can scroll on these. So let me give you remote access. So you should be able to go ahead and click on this when you're ready.

P3: Okay.

Rebecca: And you may have to scroll a little bit more just to see the full screen.

P3: Okay.

Rebecca: So let's say you just downloaded this app. It's called Avast One and it's for security on your mobile phone.

P3: Okay.

Rebecca: …and what you're looking at here is your smartphone screen.

P3: Yep.

Rebecca: So could you help me understand what you see here?

P3: Okay. So it's got some description of the main aspects of this, so we've got the ability to *block sketchy emails and people online* and then *stay private no matter where you're surfing*. And then the bottom bit here, I'm just going to make sure there's nothing underneath it. Can't seem to move that up. I'm guessing that, Oh, there we go. *Find out ASAP if your info is leaked*. Okay. So those are all useful things. I'm not sure if, whether I would click on these, if it would take me to that particular section or if it's just giving me an indication of what the features of this particular app are, but yeah, as a, as an overview, it looks pretty good.

Rebecca: Okay. Thank you. And without clicking anything yet, what would you do from here usually? If you were on your own.

P3: Okay. And I'm just gonna see if I can scroll it down any further… Probably because I'm so zoomed in, I can't work out if I can scroll it any further or if there would be like a button to…

Rebecca: Let me check, if we should be able to scroll a tiny bit, let me adjust the window size. Maybe that will help. Here we go.

P3: Okay, yeah.

Rebecca: Yeah, you can scroll like inside this window here and also scroll outside.

P3: Right. Okay. Okay. So yeah, there's the button, the button at the bottom there. So *let's do this*. So that would be registering as a first time. So that would be where I would go to register for a first time for the app.

Rebecca: Okay. Thanks. And is that what you would expect to happen next when you click on that button?

P3: That would, yeah, because it says underneath login. So I'm guessing the one above it is a, is a first-time registration button.

Rebecca: Okay. Okay. Thanks. So if you want to go ahead and proceed as you would.

P3: Okay. I lost my little blippy thing to click it… I'm still struggling with the scrolling on site. There we go. Okay. So it's coming in now to a registration page. So at the top, we've got the *secure connection*. It's got a site set up for a VPN. So a secure method of, you know, keeping your browsing history secure. And then it's also got the *Webshield* underneath, which I'm presuming will be where you can set up particular aspects about blocking links and emails and that kind of thing. So there are two different sections there to, to set up. So it's not an all encompassing. Let's set everything up in one, go, there are a couple of different sections there to set up individually.

Rebecca: And I think, again, you can scroll here on this, on this part. I don't know if it's, it may not be working exactly right since it's zoomed in, but maybe I can…

P3: Yeah. Oh, it's moving. It's moving. Okay. There we go. And then there's a *Breachguard* as well, which is where it said as well. It'll notify you if your data has been part of a data breach as well. So that's the third section there to be setting up.

Rebecca: Okay. Okay. Thanks. So now I'll ask you to complete a task for me please.

P3: Okay.

Rebecca: Before we move on, I just want to reemphasize that I'm not testing your technical abilities at all. So I'm just interested in seeing how you interact with the app. So please don't worry about hurting our feelings or yeah. Whatever you feel is good or bad. We want to hear it all, so…

P3: Okay.

Rebecca: Please think out loud as much as you can.

P3: Sure.

Rebecca: So from this dashboard screen, how would you set up the VPN?

P3: Okay. So from the top section there, we have the *set up* VPN, which was the top section. Just going to try and get it to scroll back down a bit so I can see the top.

Rebecca: Maybe you can try scrolling outside of the, the window.

P3: Okay. I can't get it to…

Rebecca: I can help… here.

P3: Thank you. Okay. So… *Be a master of disguise.* So… *When you're connected, you can browse like you would anywhere in the world.* Right, okay. And stay safe. So… *Stay super private. You can send and receive private info whilse totally hidden from spies and bad guys. Don't fret about public wifi.* That's good. *Binge-watch worldwide like digital teleporting.* Okay. *You can watch the news and videos anywhere in the world* and then bra… *browse…* Okay. So super fast browsing as well. So from here, so that's just, I'm guessing that that's just an overview of what would happen. I would expect there to be a button to go ahead and actually start to set that up. Or would I need to close that X because I can't get right down. I'm not sure if there is a button underneath here that aren't yet there. Okay. So, so we would go ahead and click the *next* button to start to set this up. Should I go ahead and do that?

Rebecca: Yep. Go ahead. Thanks.

P3: Okay.

Rebecca: Let me try and expand this window quickly. Sorry. I stole your mouse just to see if I can make more of it visible. It helps a little bit. Okay. So what do you see here?

P3: Right. So it's telling me about the VPN privacy policy. So it's just explaining about the provision of the VPN service. Okay.

Rebecca: And is that something that you would normally read through? Sorry to interrupt…

P3: I probably wouldn't read the whole thing because it's partly about the privacy and partly like GDPR, we won't sell your contact details type things. So I would probably just look at the headings and then decide. Yeah, that's probably fine. We'd go ahead. Down and move on to the next stage.

Rebecca: Okay. So…I just scrolled for you a little bit. Sorry…

P3: Yeah that's okay. Let's *accept* those. Okay. *So security would like to add VPN configurations.* Yep. We knew that was coming. So I would click *allow* on that. Okay. So *VPN is paused…* It *isn't secure right now.* And then there's a big button there to *connect* the VPN. When you're wanting to use it in order to shield your browsing and make it private, it shows it's on a free, a free plan of 500 MB per week being free. And it shows the location to use the *best server* it's showing is a server in Sydney. And then it's also showing underneath *extra protection* is a *network scanner*, which would be scanning for *sketchy stuff*. So that's switched on automatically. So once I press the *connect* button at the top, all of this will be, we'll be ready to go and I'll be, I'll be browsing on a secure basis.

Rebecca: Okay. Thank you for that feedback. And what do you think they mean by connect?

P3: So I'm guessing then that it will override my current internet connection and will switch on the VPN to make it a secure connection. Bouncing it across this server in Sydney, rather than using my, my current means of connecting to the internet.

Rebecca: Okay. Thanks. So if you want to go ahead and continue, like you would. Okay. And what happens there? Oh, no…

P3: Oh no, okay. So *please check your internet and try again*. Okay. So it's not gone ahead, so I'm not sure why it's not gone ahead, but obviously it's not connected to the internet, although it's showing that all the bits underneath are set up. So I wouldn't be sure I would have to just check my, my internet was connected and try again. I'm obviously only on a wifi plan here. I'm not sure if that would have any bearing or if it would need to be over a cellular network rather than a wifi. I'm not sure.

Rebecca: Okay. And is that what you would do to try and fix this problem?

P3: Yeah, I'll do the usual kind of turn it off and on again <laughs> and then send the device off and on again as well. It's what you tell the children every time they learned about something, just turn it off and on, and then see what would happen.

Rebecca: Okay. Thanks. So let's say you did all that and then what would you do next?

P3: Okay. So I would try and click *connect* again.

Rebecca: Okay. And would you say that it's working now based on what you see here?

P3: Yes, because it says on the top that the VPN is *connected* rather than *paused*. So that says to me that I'm currently using the secure VPN and I can go ahead and browse securely.

Rebecca: Okay. Thanks. So have you seen anything similar to this before?

P3: I know of VPNs, I've not used anything. The only thing that's vaguely similar to this is sometimes when you're browsing in Safari on iPads and phones, you can do it in an incognito mode so that you can kind of block your searching history and that kind of thing. But it's not something I use and we're all on the same kind of family plan so everyone can see everyone's stuff. And so, but that's the only thing I can think of that's comparable.

Rebecca: Okay. Thanks. So next, if you wanted to return to that dashboard from here, what would you do?

P3: Okay, so I would want to get to the top of the screen and there's a little X to click and get back to if I can quite get to it from where I am…

Rebecca: Would you… just let me… would you like some help just to scroll up? I don't know if...

P3: Yes, please. Oh, there we go. Yep.

Rebecca: There we go.

P3: So I'd be looking for that X on the top right is what I was looking for to get back.

Rebecca: Okay.

P3: Okay. So that was what I would expect to click and get back to where we were before, but it's flashing the connected on the pause button on the VPN. So I don't know if I would need to come…

Rebecca: There we go.

P3: There we go. Okay. So, yep. It shows that as well on this front page that the VPN is connected. So I can see from there too, that it's working.

Rebecca: Okay. Thanks. So next we'll look at our second prototype…

P3: Okay.

Rebecca: …and it may look familiar because it is a different, but very similar version of the first one that we just saw. So we'll follow the same steps as we did for that first one. Would you like me to make this one a bit larger as well?

P3: Yes, please. That'd be great.

Rebecca: No problem. Just one moment. Here we go.

P3: Okay.

Rebecca: Okay. And so could you help me understand what you see here?

P3: Okay. So here on the front page, we've got *protecting your devices from attacks and threats*. So the wording is slightly different there. And then underneath *connecting safely to matter where you are*. So that's the VPN section of it and then *safeguard your personal info and identity*. So the three sections seem to be the same in terms of what it's covering, it's just worded slightly differently. And on this one, the protecting against threats is the first section, as opposed to the setting up of the VPN, which I'm guessing is the connect safety bits, which is second down on the list this time. And again, there's the registration button I can just see on the bottom. And then under that, I guess there would be that the login, if you were an existing user yet. So again, on this one, I would use the big purple button to *get started*.

Rebecca: Okay. Thanks. And would you expect the same thing to happen on this one? Or what would you expect to see when you click *get started*?

P3: I was, I would expect as we have before to be taken in to be able to set up the various subsections within the app, yep... on pressing the blue one.

Rebecca: Okay. And there was this little bit here at the bottom. Sorry. I don't know if you need help scrolling, but just please let me know and I'm…

P3: Oh, that's great. Yeah, you scrolling is useful. And so, yeah, that's a bit about the, the protecting against data breaches or alerting about the data breach type section that we had before in there in the bottom.

Rebecca: Okay. Thanks. So once again, if you'd like to continue to the next step, however you would proceed.

P3: Okay. Okay. So now we're in the subsections like we were before. So there's the setting up the VPN at the top. And then the setting up the *Webshield* so it'll protect me against nasty emails and things. And then if we were to scroll down, if I could scroll… there we go… and there's the Breachguard as well, which is the alert against data breaches. So in this instance, it's, it's in the same order as it was in the other, in the other app that we looked at. So setting up the VPN is the first section on the top. So there's, I would, I would click on the *set up* button there underneath the first section.

Rebecca: Okay. So you can go ahead and do that.

P3: Okay. Okay. So this is again an overview of everything that using a secure VPN covers. So *staying private, connecting it worry-free, using it worldwide, and browsing just as quickly* as if you weren't using it. So I would go ahead and press the purple *next* button underneath.

Rebecca: Okay. Just a tiny bit down… just trying to, oh... Hold on. Okay. Try now.

P3: There we go, okay. So this again is the, the GDPR type privacy policy. So I would just go ahead and click okay on that. And then it's telling me that it's going to be configuring a VPN, so I'll *allow* that. So that's what we're trying to do. And then if I could see the top bit of that, I just check that this shows that it's *paused* as it was. Yeah. So this currently *paused* and it will want to *connect* using that purple button. And then underneath it's showing the same information that it's using a free plan with 500 MB. It's bouncing across a server in Sydney, and the network scanner will be enabled as it's clicked on. So once we go ahead and connect, that would be enabled as well. So I would go ahead and click the *connect* button.

Rebecca: Okay. And what happened here.

P3: Okay. So *check your internet connection and try again*. So yeah, I would do the classic turning off and on my wifi or my cellular data and potentially turning the device on and off as well, if that didn't cure it. And then I would go ahead and try it again on the *connect* button.

Rebecca: Okay.

P3: Okay. And this time we are *connected*, it shows as a tick in the padlock and it says *VPN is connected* on the top. So that's, that's all ahead and running now.

Rebecca: Okay. And so you could use it right now based on what you see?

P3: Yep. I would presume that that's all connected, as I say, there's a, there's a tick in the padlock and it says it's connected and the button has changed to *pause* from *connect*. So that would turn it off again.

Rebecca: Okay. Thanks. So once again, if you wanted to return to that dashboard again from here, what would you do?

P3: I'd want to scroll to the top to find the, the X to... There we go. So I would want that X there and return back. So that's taken me back to the dashboard and it shows me there that the VPN is connected again with the tick in the padlock and a button to pause it, to show that it's currently connected.

Rebecca: Okay. Thank you very much. So next we've made it to our very last prototype for today. So I'll go ahead and switch this over. And once again, this will look familiar because it's, it's a different version of these first two. So when you're ready, go ahead and click on this. Oh, let me make it bigger for you. Sorry. Just one moment. Okay.

P3: Okay. So on this one, we have *block malicious emails and websites* through the VPN, and then we have *encrypt your internet* for the second section, *ensure your data is submitted safely*. So encrypting your data. And if I could scroll down to the bottom line just to check what that one says. So that is the monitor, your leaks account data. So that's the data breach section. So again, the sections are the same just with slightly different wording, then people know what to use the sections for. And I would use the purple *start* button in order to set things up for the first time underneath.

Rebecca: Okay, so go ahead and click whatever you would usually click.

P3: Okay. Okay. So now we're in, and there's the setting up of the VPN there at the top followed by the *Webshield* and underneath I'm guessing would be the, the data breach section. If I could scroll, there we go. And that's the *Breachguard* that's underneath to be setting up. So if we were to scroll back to the top, that would be where we would go in and start to set up secure browsing VPN. So I would press the *set up* button.

Rebecca: Okay. You can go ahead and do that.

P3: Okay. So this again is giving an overview of what the VPN is useful for. So it's for *safely transferring the data, preventing eavesdropping, remote and foreign access,* and with *uncompromised browsing speeds*. So again, it's giving us a good rundown of benefits of VPN before we go ahead and press the purple *confirm* button.

Rebecca: Okay.

P3: Okay. So we have here again, the privacy statement and the GDPR, we won't sell your details type information. So we can go ahead and confirm that we know we're setting up a VPN so we can *allow* permissions for that. So the VPN is currently *disabled*, it says at the top, and there's a purple *start* button. And again, it shows that you're on a free plan with 500 megabytes… it doesn't show.. ah it does on the right-hand side. Yep. So *used data from your free plan* and then it shows again, the location that it's bouncing across and that the *network scanner* will be *enabled* once you go ahead and connect via the VPN, which I would do using the purple *start* button at the top.

Rebecca: Okay. So you can go ahead and press that button if you'd like.

P3: Okay.

Rebecca: And what…

P3: So it doesn't seem to be turned on, *please try again*. So I would go ahead and disabled my cellular or wifi network and then switch it back on and potentially switch off the device and switch that back on to force it, to turn it back on again too. And then I would try again with the *start* button. Okay. And this time we're successful, the VPN is *enabled*. There's a tick in the padlock and the connect *start* button has changed to *pause VPN*. So yeah, we're, we're safe to go ahead and start using the VPN on this basis.

Rebecca: Okay. Thank you very much. So then once again, for the last time, if you wanted to go back to that dashboard, what would you do?

P3: I would want to get right to the top to find an X to come out of this subsection. There it is. And that would take us back to the dashboard and it shows there that the VPN is *enabled* and there's a tick in the padlock and the *set up* button has changed to a *pause* button if we want to go in and switch it back off.

Rebecca: Okay. Thank you very much. So, so that was the last of our prototypes today. So I will just stop sharing my screen now so that we can talk about what we saw here today.

P3: Okay.

Rebecca: Okay. So, so let's say that you wanted to tell a friend about this app that you just saw. How would you describe it to your friend?

P3: I'd probably describe this to my mother, who's really quite paranoid about doing anything on the internet. She's constantly clearing all her histories and that kind of thing. So I would say to her that this

would maybe be a good app for her because it would allow her to do things like banking and other more sensitive items like that on her tablet or her phone, because it would mean that she would have a better level of security by using a VPN service, which makes her browsing more secure. It would also give her control over receiving emails and calls and that kind of thing from people that she doesn't want to be contacted by. And she would also have an extra level of security by knowing if the apps and the websites and the companies that she's with has been subject to a data breach, in which case her data might be at risk and she might want to go in and change some security settings.

Rebecca: Okay. Thanks. And what about the VPN specifically, if you were describing to your mom or to a friend, what a VPN is and does, how would you describe it?

P3: So I would say that it would give her a more secure browsing experience when she was using her phone and her tablet, because at the moment she only does anything sensitive, like banking on her computer because she feels like she has more security on there in the way of kind of Kaspersky apps, that kind of thing. But if she were to use a VPN connection, rather than her regular cellular connection, she would have that same level of security to be able to do sensitive things on her devices and they wouldn't be traceable and they shouldn't leave a footprint of her personal data.

Rebecca: Okay. And so what, what exactly is a VPN?

P3: I don't even know what it stands for, but it's, it's, it's a means of security browsing, but not even necessarily using your own country's browsing system so you can use it. The only reason I know of VPNs is because my children watch a lot of American TV and they're always VPN kind of connections that they want to connect to, to watch programs that they can't get here. So it's a way of accessing internet connections and things like that from other countries.

Rebecca: Okay. Okay. Thanks. And looking at the… looking back at the three prototypes that we saw today, are there any messages that stood out to you from these prototypes?

P3: Just the level of security that it offers. I think probably the wording in the third prototype would suit setting myself and my mum the best 'cause I think a lot of the terminology in the first one was a little bit jargony and felt a bit young. Maybe she wouldn't necessarily understand. I can't remember what some of the words were, but I was thinking that they sounded a bit young and more, more something that my teenage children would say rather than saying it kind of in a layman's terms as it were, which I felt that the third prototype used better.

Rebecca: Okay. And are there any specific messages from the third one that did stand out to you?

P3: I don't think so. It was just easier to understand from a non-technical point of view that this is what this was going to do for you. And it also showed rather than paused, it showed that it was enabled and then it was disconnect and it was disabled, which was maybe something that was a little bit more concrete for someone like my mom. She wouldn't know yep, this is *enabled*, this isn't *enabled*. Whereas *pause* feels maybe a little bit more like it's a temporary thing, whereas *enabled* and *disabled* feels more finite. Right. Okay. It's on it's off, but pause could perhaps be something a little bit ambiguous in between if you weren't sure.

Rebecca: Okay. Thanks. And what about the second one? What do you remember from the second prototype today?

P3: I'm honest. I don't remember lots of differences from the second one to the first, even in terms of the terminology and the, the wording. It didn't feel very different that the layout was slightly different on the third, from the first of the second in terms of how it splits out, how it described the plan and the VPN and

that kind of thing. But in the second one, I don't really remember lots of differences. It didn't feel different enough to be, to be memorable.

Rebecca: Okay. Okay, thanks. And so I noticed when you saw each of the three errors, you described the same type of process for how you would attempt to fix that and move forward. Is this something that you would kind of apply as a blanket strategy for any error messages that you saw?

P3: I think so, yeah, I mean, in terms of, you know, having enough technical knowledge to do anything else, that's about the limit of my knowledge, other than going on and Googling the name of the app, and then the error message to see if other people that had that issue. But as a first process, I've just, as I say, switch everything off and on. It's just what I tell the kids to do. If it doesn't work, switch you off and on and come back and try again.

Rebecca: Yeah. Okay. Thanks. And I remember you saying that the first prototype might appeal to a younger audience. Can you talk more about what you mean by that?

P3: It was just some of the terminology in terms of it. I think it was things like, you know, nasties and spies. And so it was just almost describing it in a bit more of a fun way rather than, you know, describing how dangerous it can be to have your security breached and that kind of thing. It was just done in a bit, it a bit more of a fun fashion in terms of the terminology.

Rebecca: Okay. And so what I, what I'm understanding from that is that using kind of more casual and fun terminology makes you take the product or descriptions less seriously. Would you agree with that?

P3: It's not that I would take it less seriously, probably, but again, if I was in the mindset of my 70 year old mother. She'd maybe want something that made a bigger deal of the fact that it is quite scary if you get your data breached, and it can be scary if people are looking at your, your history and things online. So she wouldn't want to see something that was quite so casual and lighthearted she'd want something to be a bit more secure. I mean, I'm, middle-aged, in the middle, so I can take it either way, but I can see, you know, my 20 year old friends would find the first one a bit more fun as, okay, let's give this one a go. You know, it speaks to me on my kind of level rather than making it seem like a big, scary deal. So it's just different levels of what people are looking for, but we're all looking for the same app. It's just how it's, how it's presented.

Rebecca: And would you say that the third one spoke to you then with the language that it used to describe?

P3: I think so. Yeah, it was, it just felt a little bit more, a little bit less casual, but still without being, you know, too scary and scaremongering. So I think that had the best, the best balance of, of being casual, but being it's okay. We'll sort this out without being too scary.

Rebecca: Okay. Okay. Thanks. So I also wanted to ask, would you be willing to share, or describe a website that you use often that maybe speaks to you or communicates well

P3: A website that speaks to me or communicate well… I actually think the UserTesting apps website is a really good one from a visually impaired purpose as well. It's, it's got really nice color scheme and it's got good accessibility functionality and it's just really well partitioned into sections so you always know where you are. The terminology is really easy to understand. There's no jargon and it's just a, a really easy site to navigate and quite intuitive to use.

Rebecca: Okay. And what specifically about the terminology stands out to you from the UserTesting?

P3: I liked the UserTesting because it speaks in layman's terms in terms of how you're applying for these surveys and the, the interactive presentations, that kind of thing, but also adds that little bit of fun. So if you get screened out or something and say, Oh, it's not you it's me, it's me. You know, keep going and just adds a little bit of fun to it because it's not a big, serious website. It is supposed to be something you know, that we do as a hobby to express your views. So it's got a nice balance of just layman's terms without the jargon, but with a little bit of fun thrown in.

Rebecca: Okay. So what about those fun messages? Like stand out to you from, from the UserTesting site?

P3: I liked the fact that they constantly change. So they're not always the same one. So at some points during the day, I'll get screened out of something and it'll say, Oh, just keep going, try again, or it'll have a different emoji next to it. And there's just always a little bit of variety to see what one you're going to get next.

Rebecca: And what's memorable about these ones, as opposed to like the ones that you saw in the prototype today?

P3: I guess just the fact that it's a different kind of website and that it's not something that I'm using to keep me safe and secure. It's something that I'm doing as a hobby, whereas the app we looked at today was something, you know, not quite serious, but you know, it serves quite a serious purpose to keep you safe. So maybe the level of casualness wasn't quite right, as I say, in the, in the first prototypes for me, because it wasn't what I was expecting from that app. Whereas the UserTesting website I'm expecting it to be a little bit more fun because it's, you know, something from my hobby.

Rebecca: Huh. Okay. So what I hearing is that, depending on what you're using the app for your kind of enjoyment of these fun messages depends on what you're using it for, is that correct?

P3: Yes, absolutely.

Rebecca: Okay. And could you give an example of any other websites that you really enjoy? The messages that they, that they send to you or if there are any other memorable apps?

P3: Memorable website…I'm struggling with that because I tend to use websites for quite defined purposes or I'll use BBC news website and for getting my news, and I'll use social media websites just for catching up on social media things. I tend not to use, as I say, I used them for quite specific purposes. And I guess, whatever that specific purpose is will then color what I'm expecting them and how I expect them to talk to me and how I would engage with, with how they're trying to talk to me, I guess, is what I'm trying to say.

Rebecca: Okay. Thanks. So for example, how would you expect BBC to communicate to you being a news website?

P3: I wouldn't expect there to be much fun and jovial-ness on the BBC news website. I would expect that to be quite quite serious. No, no emojis, no, no memes no, nothing casual like that. I would expect it to be quite straight in the color scheme to be quite straight and to use other parts of the BBC website in order to, for the more fun and casual aspects, but for the new section to be quite, quite serious. And I wouldn't expect anything more casual like that on it.

Rebecca: Okay. And what about social media? You mentioned that you use social media. So how do those sites communicate to you?

P3: Again, I've probably got my social media set up so that I, I see the things that I want to see, and I'm not bombarded by lots of things that I'm not very interested in. I have quite specific things that I'm browsing social media for. So again, I would expect it be quite, quite laid back and quite casual and some of the more serious things I'd maybe take with a pinch of salt, because as we know, not all the things that are as reported as news and things on social media are true. So I wouldn't necessarily go and look for anything more serious on social media. I'd be there just to browse my particular hobbies and to catch up on the news and things for my particular interests. But I wouldn't take anything else too seriously.

Rebecca: Okay. And when would you expect to hear a message from social media? What, what would make it like what's a normal type of message that you might hear from those platforms?

P3: I'm not too sure. Again, I don't get push notifications on anything because it's just overpowering, so I don't get those it's all during the day. I'll browse on my time and not when things get popped up, I don't receive email notifications or anything, but other than that, I'll just browse on my own time and spend a finite amount of time going in and looking at the subjects that interest me rather than being kind of given the subjects that they think that I might be interested in.

Rebecca: Okay. And what about notifications, like push notifications, do you dislike enough to turn them off?

P3: As I say, I work from home and I'm self-employed so I'm working seven days a week, pretty much. So I'm having push notifications on is annoying. My husband is also an antique dealer, so he's getting Ebay and various other notifications pinging throughout the day. So I switch all of mine off so that if the only thing that I can hear pinging is my husband. So I can just chat to him for that and none of it is my fault. So I don't need to be interrupted by, by things telling me that things might interest me. I can go in and look when I've got some time later on.

Rebecca: Okay. And so would you say it's the disruption itself that bothers you or like the content of those messages that…?

P3: Not the content I'm sure it would be relevant to what I'd be interested in. It's just the fact that I don't want to be doing it at the times that they're telling me about it. The only things I keep, all the things from our children's schools, which are obviously time sensitive and they need me to action something during the day, but everything else, there's nothing urgent enough in any of those push notifications that I can't look at in the evening when I've actually finished work.

Rebecca: Okay. Thanks. And so can you think of any other like apps or websites that, that you really enjoyed the experience when you were using them?

P3: I really liked the YouTube app. I use that one quite a lot. And I also use, as I say, I'm visually impaired, so I use the RNIB talking books app on a daily basis. That's something that I use and I like the functionality and the accessibility aspects of that to be able to listen to my books during the day, whilst I'm working and the capacity to be able to share it with various devices and that kind of thing, so that's a really useful app.

Rebecca: Okay. And what stands out to you about that app that makes it really enjoyable to use?

P3: The, the level of accessibility options on it is really good, which a lot of apps don't have. You know, if you're browsing things on the internet, you've got a certain level of control about increasing the size and changing the font and making it white on black, which I prefer, but in apps, there's not always that level of control, even if you've got zoom and things turned up on your device, it doesn't always translate across to an app. Whereas something like the RNIB overdrive app gives you full control over how it, how it looks as

an app itself. So, yeah, speaking from a partially sighted, it's good to have the control over how it looks inside the app too.

Rebecca: Okay. I understand. And there, is there anything about like the content of those messages that really bothers you or that you find enjoyable versus not enjoyable?

P3: No, I don't think so. It's just the, yeah, the general use of the app, as I say, it's something that I use every day and the fact that I don't have to try too hard to make it easy for me to be able to use in, to see is, is a handy thing. But in terms of the content, there's nothing specifically that stands out.

Rebecca: Okay. And what about YouTube? Is there anything that you can recall from YouTube?

P3: Again, YouTube is really easy to control as an accessibility point of view. You can put it in dark mode, you can increase the, you know, how it, how it looks in terms of the zoom. It zooms really well. And in terms of notifications, I don't have notifications or anything set up on that, 'cause that would just be pinging all day. My children do, and I can hear their iPads, pinging, favorite YouTubers have launched some something or other, but other than that, as I say, it just, it works quite well. It doesn't try, it tries quite well in terms of promoting content that it thinks I would like, and it's usually quite accurate. So I do sometimes go on and look at things and it's recommended, but a lot of the time I'll just go on and look at my usual channels.

Rebecca: Okay. And do you usually use like the subscriptions tab to just go through or do you actually check the notifications once you're in the app?

P3: I tend not to use the notifications, as I say, just cause there's quite a lot, I will just use the subscriptions or if I'm searching for something in particular, we do a lot of cooking. So if I'm searching for something particular, I'll find it and then just save it to the collection. But other than that, I'll, if I have got any spare time or I'll go through my subscriptions on the front to see what's since I've last been on.

Rebecca: Mhm, okay. Thanks. Great. So that's all that I have planned for today's session. Thank you for your feedback. And I mentioned earlier that I might not be able to answer all your questions while we were going through the session, but that if there's anything that you wanted to know about or that you could think of, that I could answer any of your questions now. So do you have any questions for me about the prototypes?

P3: I don't think so, no, it's been, it's been really good. And as I say, it was white on black, so that was really good for me. It always getting better to see apps in that format, so no, that's been great.

Rebecca: Okay. So once again, thank you so much for your feedback and taking the time to meet with me today and yeah. All the best. Have a great day.

P3: Thank you. Take care.

Rebecca: Thanks, bye.

P3: Bye now, bye

Participant 4 – "Gilbert"

Interview with Rebecca S.Vaughan and Participant 4

April 27 2021, 11am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	42	Bachelor's degree	Full-time (30+ hrs per week)	Investment Management	$60,000 - $79,999	Advanced	United Kingdom	English	Native	CTP	3508636B

Rebecca: Hello?

P4: Hello. Good morning.

Rebecca: Good morning. Can you hear me okay?

P4: Yes, I can. It's Rebecca, is that correct?

Rebecca: Yes. Yeah, that's correct.

P4: ["Gilbert"], nice to meet you. Hi.

Rebecca: How are you doing today?

P4: Good, thank you. It's a nice sunny morning here. I'm just trying to get the exposure right on my camera. It doesn't say, seems a bit dull. Hopefully you can see me okay.

Rebecca: Yeah, it looks fine to me. All good. So thanks for meeting with me today. My name is Rebecca Vaughan and I am a researcher at a company called Avast. So I'll be walking you through today's session just to start out, I'll read through some info to make sure that I don't forget anything, including a quick overview of what we'll be doing today in the session. So we're showing people three prototypes of an app that we are currently working on and we're watching how they engage with it and trying to learn which one works better for them and why.

P4: Okay.

Rebecca: Just to be clear about our intentions, we're not testing you or your technical abilities at all. I may… the goal is just to learn how we can improve the app. So if there's something that is unclear to you, that's really valuable feedback for us. And on the other hand, if there's something that stands out to you as positive, we would love to hear your thoughts about that too. Does that sound okay?

P4: Yeah, that sounds, that sounds great.

Rebecca: Okay. If you have any questions while we're looking through the feel free to ask, but with that being said, I may not be able to answer all of your questions because I'd like to learn how you would interact with it without me there.

P4: Sure. Okay. You know the issue of the apps, would you like me to download the apps or am I going to view them on the screen?

Rebecca: No, it's perfectly fine. I'll I'll end up sharing my screen and then you can click through them. No problem.

P4: Sure, okay. That's fine.

Rebecca: But yeah. So if you do think of any questions while you're looking, I'm happy to answer all of those at the end of the session today. So in case I can't answer anything in the moment, I can answer it later.

P4: Great, okay. That's fine.

Rebecca: We did ask for your permission to record the session just for internal purposes. And just to give you some background on that, it allows me to focus on our conversation here and now, and then later I can go back and watch the session again, to take notes and to gather more insights. So we'll never share your personal information, like your name or your contact information with anyone inside or outside the company at any time. But we may share something like demographic data, like your age and your occupation, just because it's relevant to the context of the product.

P4: That's completely fine.

Rebecca: Okay, thanks. Do I still have your permission to record the session?

P4: Yes. Yes, of course. Yeah.

Rebecca: Thank you. And one last thing before we move on, I just want to confirm that this interview will be about 60 minutes and you'll be paid through the user testing platform in about one week.

P4: Yeah, that's fine. That's no problem at all.

Rebecca: Okay, thanks so much. So let's get started. Could you tell me about the last app that you used on your phone?

P4: Yeah. Okay. The last app, probably a boring one was a banking app. So it's, it's, it's my, I can mention that it's the Monzo bank app. They're an internet bank, and I do have other banking apps, but that they have the most user friendly app, I feel, on the market in terms of the usage of icons, layout, and how easy the interface is to use. So yeah, pretty boring. But if you… I can give you other examples, but that's literally the latest app I use this morning. So…sure…

Rebecca: Okay, thanks. And are there any messages that you remember from that app, like descriptions or errors?

P4: No. No. It's on use, you just, you just sort of navigate to different screens and the review, you know, obviously you look at your balance. If you have a question which I did yesterday, I go into the help section and there should be a pop-up for help desks sort of supervisor, but no, no actual messages that pop up or anything like that, that I remember. So…

Rebecca: Okay. And when you went to the help section in the pop-up message that came up, was there any that stood out to you about that message?

P4: No, I th I think the nature of these apps is that they would try to, I wouldn't say avoid, but they would like you to look through the, the, the sort of the user communities or questions before you talk to someone at

the help desk. So they're not going to make it very easy for me. They usually the chat box will be right below all the questions and answers that are there on the user forum for typical troubleshooting.

Rebecca: Okay.

P4: So I don't think it's very easy to be honest, it's easy to click chat, but it's very difficult almost to speak to someone, if that makes sense. I find that a lot with a number of apps, similar apps as well. So…

Rebecca: And did you find helpful information in the FAQ section?

P4: Yeah. If you, if you're willing to spend time, I'm sure it's usually there. And th th the thing is that the nature of the questions are sometimes so specific that you need help for a specific product or service, not just a generic, you know, Q and A answer. So sometimes they're helpful. The thing is the more information you put in a Q and A, the bigger it gets such as the user community, there's a lot going on there. And sometimes you just need a direct response or an intelligent response. It doesn't have to be a person as long as it's a bot or someone that recognizes your account and can pull up a specific response. I think that's key, but I find that not to be the case a lot of the time, so, yeah.

Rebecca: Okay. Thanks for that info. So next, I'd like to show you the first of three prototypes

P4: Sure.

Rebecca: …and I will share my screen and then give you remote access so that you can click through on your own. I, and then I will also have a few tasks that I'll ask you to complete if that's all right.

P4: That's fine.

Rebecca: Just one moment. Can you see my screen?

P4: Yep. I can see it says *click to stop prototype* and the mobile phone image.

Rebecca: Perfect. So you should have remote access now. So whenever you're ready and you can go ahead and click on the screen here. Okay, great. Thanks. So let's say that you just downloaded this app. It's called Avast One and it's for mobile security. And so what you're looking at here now is your smartphone screen. So can you help me understand what you see here?

P4: Yeah. I can see obviously some sort of online or device protection. I could see at the top saying, you know, *protect my devices from attacks and threats*. I'm guessing that means phishing and protecting my personal details or, you know, any malicious software that's going to be downloaded. *Connect safely, no matter where you are, disguise your location and do what you need to do online*. So that's like anonymous browsing I'm guessing. *Safeguard your personal information and identity*. I can see, I like the use of icons with the fingerprint and the, the lock sign it's quite clear. And the shield obviously gives a message because the message across quickly. Basically *get started* or *login*. So obviously *login*, I'm guessing I need to be registered, *get started* as an instance of let's get this going. So that's what I understand from that screen.

Rebecca: Okay. Thanks. I forgot to mention also that you should be able to scroll on the screen…

P4: Oh, okay. Yeah, I can see that, yeah…

Rebecca: Okay. And without clicking quite yet, what would you usually do to proceed from here?

P4: Okay. So I would, if there is a call to action button, I would typically just make sure I understand the app. So I'll have a quick read as I've done and I wouldn't click *log in* cause I I'm guessing I'm not registered or I need to sign up. I would click *get started* is the thing I would do. I wouldn't go to the agreement and privacy policy. I'll just go straight to *get started*.

Rebecca: Okay. Thanks. And what would you expect to happen when you click *get started*?

P4: Either an instant sort of start in terms of I get a week or a few days where I can use this app, assuming it's not paid for, or I'm going to register my name and email address, which is what typically happens. And some, maybe some other personal details just to get started. I'd assume I'd see that on the next page.

Rebecca: Mhm. Okay, thanks. So you can go ahead and move forward, however you usually would. And now what do you see here on this screen?

P4: Okay. I see a big welcome message. *Avast One… VPN*. I'm guessing that means virtual private network. Okay. So *secure connection*. It looks like I've got a set of utilities here. I've got in terms of what the app can do for me. So *device protection*, w *Webshield*, the small text is just below *…we'll block and filter any threats that you might come across for 24/7 protection…*, I can see at the top *upgrade* button. So I'm guessing that means I'd upgrade to a full version, a full working version. Each of these has set ups and it looks like I can scroll down to… yeah. *Personal identity*. Again, I can see the other feature that I saw on the first page. So it looks like I can click *set up*. I don't know if that'll take me to a generic setup page or set up for each of those, those functions. So I can see my account or what could be my account at the top right. I typically wouldn't click *upgrade* at this stage. I'll just click one of the *setups* and see what happens first to see if it asks me for a fee or what I can do with the app at the moment. Is there a test run of the app where it's going to check my phone initially? Or do I upgrade to, because I like the features and I want to get involved with the app instantly? So that's what I see.

Rebecca: Okay, thanks. So next, I'll ask you to complete some tasks and just before we move on, I want to reemphasize that I'm not testing you or your technical abilities at all. We're just interested in seeing how you would interact with the app. So please, don't worry about hurting our feelings. We want to hear the good and the bad. It's all valuable information to us. So as much as you can just please think out loud about what you're seeing.

P4: Yeah, no problem.

Rebecca: Do you have any questions before we continue?

P4: No, that's clear. Thanks.

Rebecca: Okay, great. So from this dashboard screen, how would you set up the VPN?

P4: Okay. I would click the setup. Do you want me to do that or?

Rebecca: Yeah, go ahead. And what do you see here?

P4: Okay, so I'll just quickly read what it says, *whether you're watching cat videos or checking your bank accounts, your connections in the safe when you're using VPN...* So I can see the functionality. So obviously *stay truly private, connect worry-free, get worldwide connect, content. You'll have an all-access pass to news videos, surf just as fast…* Again, I would make reference to, I think, cause my son sometimes uses VPN. I think there's certain aspects of programming that he needs. He needs it for. So I would click *next* at this point.

Rebecca: Okay.

P4: Okay. So this is the usual privacy policy. I'll scroll down if it doesn't scroll. Do you know, I honestly wouldn't read much of this. It's, it's expected to be a standard, so I'd click *accept*. Security would like to add the VPN configurations. I'm guessing it wants to make a change on the mobile phone. I would assume here, so on *…this iPhone, may be filtered…* I would click *allow*, cause I want to see what what's going to happen, if I trust the company name, obviously. *VPN is paused. Your connection isn't secure right now*. So I'm guessing. Let me just go down location that works kind of okay. I'll have a quick browse and click *connect*.

Rebecca: Okay. And what happened now? What's that?

P4: Please check your internet connection and try again. Okay. I'm guessing this is something through my actual connection, perhaps broadband provider. Okay, looking at the bottom, that's the network scanner… connect. So I would typically just check that I'm online, first of all, by scrolling to the top of the phone and looking at the phone settings. I would also check my router just to make sure there isn't an issue there and that I'm actually connected. I mean, I sometimes have this issue here, this laptop here, where I need to just make sure it's automatically connected or it hasn't and… yeah. I mean, th th th this red flag immediately shows that I've got, there's an obviously it's an error message and I can't use the app is what I'm getting from this. I would have a quick play around with my, with my, my internet connection, make sure the password is correct, reset the router. I wouldn't probably do much more than that to use the app if it doesn't work after that, I'd probably exit. So, and I probably try to click *connect* again, as you do, just to see if, if it was just an anomaly. So that's what I'll do with that. Shall I click connect again, or should I leave it as that?

Rebecca: You can go ahead and click connect.

P4: Yeah. Okay. Okay. *Your connection is safe and private*. And I can see a green tick, which I'm guessing that function is now working. I can see that I've got 499, almost 500 megabytes left this week on the free plan. I'm guessing that relates to usage in terms of downloads and just general data use. So I think that I don't have much access for videos and large, you know, MP MP3s, or this is just for general browsing. I'll give it a test on the main, on the main internet browser. Now, my assumption would be that I'm now connected. I've now got a private network and people can't necessarily, I've got more security and more on the phone or device. And I'm guessing it refers to safety with my IP address as well, or that it can't be easily viewed as that's as far as I would know technically. But yeah, I, I do feel safe. As long as it doesn't affect my functionality using the phone, I feel like I've gotten an additional layer of security. So it's a positive, I'll probably want to click find out how much is there, as long as it works, I'd want to click, how much is the, the, the upgrade plan. Again, that might happen towards the end when it does tell me you've now reached your limit and, you know, I might wait for that. So that's, that's, I, I can click *pause* as well to stop, stop and return to usual, is my guess. So everything's clear so far.

Rebecca: Thanks. And have you ever seen or worked with anything similar before?

P4: I've downloaded a few, I've attempted to download some VPNs before. I can't remember… they were for specific reasons where I couldn't, I didn't want, I think it was a company. I didn't want some, a company or, or forum to access my personal details when people said they could. What I usually find is that sort of antivirus type things popping up. So it's such as McAfees and companies like that, that pop up and I haven't direct... So when I've previously downloaded and attempted VPN, I didn't see anything happening or feel anything happening. I remember deleting it quite quickly. Actually. I just remember error messages popping up and it just, it wasn't, there wasn't any clarity. And for someone that isn't technical too technical, I didn't even know if it was alive or if it was, I was secure. So I've downloaded but I didn't know if anything's happened. So that didn't give me the incentive to continue using it, if that makes any sense? I want to feel

that something's happening and there was, I can see that I'm protected or a green tick or something that says it's on and probably a company that's more reputable as well. So…

Rebecca: Yeah. Okay. And based on what you see here, would you say this one is working now?

P4: Yes, because I can see the green tick, I've passed what was an error message. So, and it says pause and I've, I've used it just half. It's just a bit of a megabyte there. So I've got 500 megabytes fee. So I'm guessing I can now use the facility on the free plan.

Rebecca: Thanks. So next, if you wanted to return to the dashboard, how would you do that?

P4: I'll probably click the X the top right screen. Should I do that now?

Rebecca: Go ahead. Yeah. Okay.

P4: Okay. So now I'm back. I can see that there's a green tick and the violet blue button indicates that that is now a secure connection. That *VPN is connected*. I would probably scroll down to look at what else is there. So we talked about the *Webshield* and the *Breachguard*. Shall I give that a go?

Rebecca: Actually, next I will show you the second prototype.

P4: Oh, okay.

Rebecca: So this one should look very familiar to you because it is a similar, but a different version of the first one. So actually we will continue with this one and follow the same steps as we did for the first one.

P4: Okay.

Rebecca: So when you're ready, you can go ahead and click on this screen here. And can you help me understand what you see now?

P4: Okay. So again, right at the top focused on *block malicious emails and websites*. So again, it's focused on VPN *encrypt, your internet connection, ensure your data's transmitted safely so that it's not visible to any third parties, monitor your leaked account data, get notified if we detect that your email address has been published with other accounts data online*. Okay. I just noticed different descriptives, but the same icons used for the func, function. So it's telling me what it does, as opposed to perhaps if I didn't know much about VPN or the secure features, I'm guessing this with, on the, the bold sort of heading there, tell me what it does, as opposed to what I'm guessing I would be familiar with in terms of the, you know, the type of security offered. So for example, at the top, doesn't say VPN, that's in the small text. It's telling me what it can do. So *block malicious emails and websites*, if I do want to block malicious websites, which I, I do, that would be more interesting to me because it's, it's, it's telling me, it's like a call to action. It's telling me what it does exactly without me reading further. So I'm guessing this is, this version is less technical because the VPN is just in, in small texts. I liked the second one more because it's, it's talking about encrypt your internet connection. A lot of the time I, I can speak from my perspective, I've wanted to do that. I've just wanted to feel that everything is secure or anything that I send is invisible or can be accessed, especially if it's sensitive information. So I do like the second heading. Personally, th the bottom one with the fingerprint, *monitor your leaked account data*. I don't, just my personal view, I don't like that terminology. So *monitor your leaked account data*. The assumption is I, I wouldn't like to think it was leaked, or it just sounds like there's an issue that I've got already, as opposed to giving me another level of access, which is what I would want as opposed to I've got a problem. It's very much like the, the companies, these antivirus companies that will give you an immediate pop-up a lot of the time themselves being a virus to say you are infected with 20 viruses, would you like to resolve that? There's then going to be another issue and a

payment, and that you just don't feel a level of reputability of the company as it, you just feel that there's an issue there. So for that reason, I do like it when it's clear and it's not, it's not asking me immediately. It's not making me feel panicked, if that makes sense. So, yeah, that's my feedback there. Apart from that, the design layout is very similar. Do you want me to, shall I click *start?* Again, it says *start, log in*. I'm pretty sure that maybe the *start* term wasn't used previously, but that's fine. Welcome to Avast One, *upgrade* top left, account icon top right, which is what I'm familiar with. *Secure connection, VPN, encrypt your connections to ensure that sensitive, sensitive data safely transmitted… unauthorized eavesdropping prevented*, and *work can be conducted remotely*. Yep. *Set up Webshield, scan incoming files*. Yep. Okay. That's what I expect. *Breachguard scan for markers that email addresses had been exposed and track the total number of records exposed in each leak for the fullest possible picture...* Okay. That's interesting. I've got no issue with this screen here and I'll happily click *set up* on any of those.

Rebecca: Okay. Thank you. So then once again, if you wanted to set up the VPN, how would you do that?

P4: Okay. I'll click *set up. Secure connection*. Okay. I can see the various shield icons telling me what the key functions are, *remote and foreign access, preventing eavesdropping, uncompromising… uncompromised browsing speeds*. I do like that. The fact that it's telling me it's going to be a bit quicker and the first, the first heading, I think, is the most important, *safe, dated data transmission*. So that's, I think the crux of what I would want. So I'll click *continue* this stage. I would ignore the privacy policy for the, for this, for the software. I would click *allow… VPN disabled, your connection is vulnerable. We recommend connecting to the VPN at all times to protect your privacy*. So I guess I would click *start*.

Rebecca: And what happened here?

P4: *Sorry, VPN couldn't be turned on, please try again*. It's offering me a simple, I mean, that, as opposed to saying, check my internet connection, this is almost saying there's just been a temporary error as what I get with some apps or even banking apps. And just try again, it just might have been a issue of the connection at that time. I would click *start*, and I'm guessing now I'm enabled, *VPN enabled*, and the green tick clarifies that I can pause the connection. There's like difference of how data, showing me my data plan. So I'm just trying to think of which one is better. I can see that I've only used a little bit of data and I've got, I mean, it's a very small difference, but I can see that I've got 500 megabytes. I think I'll be more familiar of this sort of view here with data. I've seen this a lot in terms of you've used so much data in you and that's your max. The other one is kind of user-friendly as well as it tells you how much you've got in, in big font. So I'm guessing now I'm secure and I'll click the X to go back to the main menu.

Rebecca: Okay. Thank you.

P4: So, yes, I can see that I'm secure and I can see settings there to adjust settings as well.

Rebecca: Okay. Thanks. And what do you think they mean by enabled and disabled here?

P4: So enabled means it's working and functionality disabled would mean that I've asked it to pause and it's not currently working.

Rebecca: Okay. Thanks. And so next, we'll move on to our last prototype for today. And once again, it is a similar but different version. So we'll follow the same steps as before, and you can click here when you are ready.

P4: Sure.

Rebecca: So can you help me understand what you see here?

P4: Okay. So at the top I can see the shield, I can see the same icons. *Block sketchy emails and sketchy people online.* Okay. This looks even less formal than the others. And I'm obviously I understand what they're alluding to. So stick, *stay private no matter where are surfing,* again, the use of more cool terminology and a less formal use of English. I'm guessing. *Find out ASAP if your info is leaked…* I like the *find out ASAP if your info is leaked… Stay private no matter where you're surfing, block sketch...* Now, I think, I'm guessing, so I do understand all the interfaces. This one, I do understand as well. It's a bit more, I wouldn't say user-friendly, I guess it's targeting a different niche market audience. It's very, it's easier to understand it's as, as long as the, as I feel the, the, the software or the app is effective and of good quality, this wouldn't impact me. If I, if I feel there's a good brand behind, behind this, I would feel this is pretty cool and, it's actually, it's fine. But, you know, use of this terminology might be understood by someone to be less… If they feel it's sort of a less formal, they might feel the app is not as good, if that makes any sense. But I don't, I feel, I think it's fine as well. It's, it's very informal with the call to actions and easy to understand, less technical, I would say. So that's, that's my feedback. Otherwise, it's very similar. There's also less in terms of the, the small print as well. So *keep your online life for your eyes only for all our sakes.* It's very simple and easy to understand. You won't get any issues with people not understanding this. If English is their first language. I think so.

Rebecca: Okay. And once again, how would you continue from here?

P4: I'd click the let, *let's do this* icon. So…

Rebecca: Okay. And what do you see here?

P4: *Hiya friend, welcome to Avast One*, the VPN, Webshield… And here again, it's, it's gone back to being a little bit more formal and technical here. So *VPN, keep your online identity disguised*. So *your info is safe…fo sho… your browsing history and banking info will stay equally private, sketchballs on the internet won't stand a chance, we'll*… see I was taken aback by the use of… I do get it. Okay. It's stuck to the same... I thought initially it was just more of the same from the previous examples… *we'll protect you from deceptive internet stuff every, everywhere, like emails, links, and sites…* I'll just scroll down, *Breachguard, tell us, tell us your emails and we'll keep an eye on the internet. We'll keep you posted if we find your info anywhere it shouldn't be.* Okay. So yeah, again, it's kept the, the lack of formality with use of English terminology. So yeah, again, I don't see any issues with it. It's, it's still in terms of how everything looks it's it looks professional. I do feel you'll be targeting a different, perhaps a different market segment, even though you've got a bit of the last market, I think here, you're going to attract people that are less technical and perhaps will stick around to understand that they just want stuff sorted. You know, they, they understand that this is going to do it. So speaking their language as such. So should I click VPN or hold up from here?

Rebecca: We'll set up the VPN next again. So how would you do that?

P4: Okay. So for VPN I'd click *set up. Be a master of disguise. When you're connected, you can browse like you're anywhere in the world and stay safer too.* Again, it's very easy to understand. *Stay super private. Don't fret about public wifi. Binge-watch worldwide, browse fastest heck…* Yeah. Okay. It does sound cool. And it's given me the same message as previously, but more so in terms of, yeah, I mean, I haven't, I don't feel that it's, it's not going to work or it's, it's a dodgy company or anything like that. I'm still okay with it. I'll click *next* at this point, I would ignore the privacy policy and all of them click accept. Again, I would click *allow*, I would click *connect. VPN is paused.* Shall I hold or shall I click?

Rebecca: You can go ahead. And, and what do you see here?

P4: *Oh no, a big red bar. Please check your internet and try again.* Yeah. Again, I see an error message and it's, it's jokingly saying that it's a massive red bar. So I would now probably just quickly check my internet connection because it's telling me to either on my phone or on my router and I'll click *connect*. So

VPN is connected, browe away, your connection is secure. I can *pause* and I've got *500 megabytes left for the week*. Yeah, that's what I'll do. And I'll click the X to return to the main menu.

Rebecca: Okay. And would you say the VPN is working at this point?

P4: Yes, because I can see the big blue button, the violet button saying *pause* and I can see the green tick and it's connected. So I would say it's, it's working.

Rebecca: Okay, thanks so much. So that's all for the prototypes for today. And so now I will stop sharing my screen and just ask you about the ones that we saw. So let's say that you wanted to describe this app to a friend. How would you describe it?

P4: Okay, so I'll say, Hey guys, would you like to think about installing this app? I've mentioned the name, Avast One. What I would focus on with my friend is probably not, not all of the functions is I will talk about VPN. I'll talk about just generally, do you want to improve security on your phone? It stops all those issues and pop ups and issues that we have. I wouldn't describe it as an antivirus app. It would be more like it's an extra layer of security. It's really cool. I think you should install it. It's also pretty fast. It doesn't slow your phone down, assuming it doesn't is the main thing. I'd say it's easy to use. Just download it and you've got some megabytes on the plan, so you can just give it a go, test it out, browse anonymously. I think with some of my colleagues, they would be keen the email functionality and security in that regard, just knowing that it's completely safe. It's very much like those new messaging apps that where you, you want to download it because you want a safe, secure conversation that deletes. So this is in the same mold. We, we send a lot of emails. So I'll definitely say it's, it's, it's worth having a go. And if, if, if, if it's really good in that respect, it's definitely a serious consideration for an upgrade. Th, the key thing is that we can use it immediately and quickly after download and select the functions we want. So I'll just quick, just say it's an extra layer of security, basically. That's what I describe it as.

Rebecca: Okay. Thanks. And I heard you say it was pretty cool. What made you say that?

P4: Okay. I like, okay. I think referring it to being cool is more, probably just, if I'm honest, the perception while viewing the last interface. It made everything seem a bit more, it made it seem down to earth and easy to understand. So some of my colleagues, some of my friends won't be technical. They won't be looking for this because they're looking for something highly technical and the like. They they're just everyday users and they want to, they want that extra layer of peace of mind security. Cool because it's just a use of terminology and it's easy to use and you feel that you're going to get a good product at that said, even with that language, you just feel that it's easy to understand. I think that would differentiate it from other similar products from my perspective. So that's why I described it as that. Yeah.

Rebecca: Okay. Thanks. And what if you wanted to describe the VPN feature specifically to a friend, how would you describe what a VPN is and what it does?

P4: Okay. Now the first thing I would say is VPN and assumed. I just understand that. I think it's starting to get more mainstream in terms of people understand there's some sort of security feature, at least I'll just say, look, it's, it helps you use the internet securely people can't hack into your system that so readily, it's just, it's just more secure and private. And, you know, we, we want to protect our data. You know, you should download it because you don't want, you know, w especially over using it in terms of, with our company. So if we're going to send an email to our company, email address, or just amongst friends and colleagues, I think the key thing is it gives that it gives us that privacy. We know no one's going to get our information. And that's the key thing. I'll talk about information sharing and given, giving you that layer, making you not invisible, but almost, you know, protected. So hence the shield. And that, that's how I would describe it. I'd quickly just go into the fact that it's that extra layer of protection.

Rebecca: Okay, thanks. And looking back at all three prototypes today, what messages stood out to you from those and why?

P4: Okay. So all three of them, personally, the functionality was clear in terms of the three or four functions available. One of them being VPN, you know, protecting emails, and browsing the internet safely. Those are the things that come out from that. In terms of messages, the first one is what I was, what I would be used to in terms of what I would expect from this sort of this sort of brand, this sort of software. I understood it. And it's because it's what I expect, it's easy for me to understand. The second one, it looks like it w it was catered for a call to action, maybe for someone less technical. But I think that almost played against that because it made me read more texts and it wasn't phrased in a very useful, in my opinion, the most user friendly language. I think you're going to go there and go to the last version, because that was it w you know, I, I completely got it, it was easy to understand. I think both technical and non-technical people get it. So you'd get complete understanding. I'm not sure if you'd lose some of the people that are more technical with the assumption that it's, it's not as good as other software, but I think nevertheless, it would be. And my, my pick of the bunch of me the first, the last first of the third versions, but personally, they all are, they all got the message across. I had an issue with the second one. It was a bit I had to read again. And because of that, maybe it's because my perception, I'm not used to that sort of terminology of that sort of level of software. The last one, I am kind of used to it because very, varying companies are now just making things easier to understand for everyone and giving you the peace of mind that they will deal with the technical stuff behind the scenes and get it done for you. So this will work. You just want to know it's going to work and it's functional. So the last one definitely did that. And the first one you could see would do that, and it was more technical. Some people might not understand it and might click away, even though they might want that function. So I think that's key that those are the key differences.

Rebecca: Okay. Thanks. And so I heard you say that some might think that the app is not as good. Could you elaborate on what you mean by not as good?

P4: Yeah. So w with this sort of app, you're looking for a professional sort of sophisticated service. You perceive it to be technical in terms of it's protecting your system or your computer or phone. So when sometimes when you look at technical terminology, and even if you just vaguely understand it, you feel that that's, that's sophisticated and it's doing what it's supposed to do. If there could be a risk of using not as technical meaning, if you use everyday language to call to action, someone who is highly technical might feel that this is just a bit, it's not going to be the most serious product in the world. Maybe it's good, but it's not as good as this, this other software or app. But that being said, a lot of them shouldn't think that as long as the presentation and the, the company has reputability, and you'd also get a lot of other people that are keen as well, that just want that functionality in this day and age. So that's what I meant by that. It just might be seen by that by a few technical people, perhaps not all of them.

Rebecca: Thank you. And you also mentioned the brand behind the app a couple of times. Could you talk more about like, how that would impact your opinion of apps?

P4: Okay. So you don't have to be completely familiar with the brand, but some level of exposure to understand that this is a proficient app, so recognizing the logo or name. So a lot of these, not particularly VPN, but with antivirus software. We hear two, three, or four names that keep popping up. I have heard of, of the brand. And I feel that it's a good, you just feel it's a, it's a good brand. So knowing that it gives, it gives the, gives the freedom to experiment with layout and terminology without an issue. If it's a completely unknown brand, I might feel dubious because this whole, the whole aspect of security in your head, that sometimes there are these companies that actually want to breach your security by pretending to be something that's going to help you have security. So if you don't have some general brand awareness, it might put you off because you, you, when you download something, you feel that you're compromising your phone. So having that brand or image, or both of them together helps. You don't have to understand the full brand but as long as you understand, it's associated with this sort of work, then I think that helps. So having

the logo there and, you know, perhaps, I mean, the worst case scenario would be an intro to say, you know, the, one of the best blah-blah-blah apps in the world for this functionality. Saying that would give you peace of mind as well. Just that one line under the logo or something for, for those that don't know. Yeah. So I think it's like buying the brand, isn't it? Whatever it is, you're buying that peace of mind as well. So, yeah.

Rebecca: Okay. Thanks. And I also wanted to ask about, you mentioned that some of the prototypes today might appeal more to like a niche market. What kind of niche markets do you think each prototype would appeal to?

P4: Okay. So, okay. So very generic on top level, we're talking about technical people and non-technical people. People that want that they, they want that extra security because they like to work like that, so they will definitely install it up like this. And then the niche markets under that would be people that looking for specific function, such as secure email communication. Those guys would search and they would, they would say, yes, it does it they'll click that and they'd see that they can use that facility as well as two others… they might be interested in the other facilities that you, the functions that you've got there. Another niche market would definitely be the more, more my end, on the internet browsing, secure browsing, and making sure malicious stuff doesn't readily access your, your phone. That that is another market because of the, because of social media and websites and what people are using now, and pop-ups. And another market would be people that, such as a lot of my colleagues, would want to share information securely and they don't want, they want, they don't want their data compromise or files compromised, or people hacking into it. It's sensitive information. They might be sending like, like a DWG, like an auto cut, like a file that only they want their colleagues to see, they don't want this leaked. It might be a new project that's a new project that we're starting, it's quite kind of confidential. We don't want it leaked. That's another market. So I think those are the key ones from what I can yeah... and I'm sort of connected with some of them, so.

Rebecca: Okay, thank you. And can you think of an app or a website that really speaks to you in terms of their communication style? Sorry.

P4: Okay. Okay. Do you… Wix?

Rebecca: Okay.

P4: …which is like an online user-friendly system for managing in e-commerce websites. Th, they went straight in with the… it's very easy to, to develop a website, we'll do, handle everything for you here, you can design it very easily with the user interface, and you can sell products without any technical know-how. Just put your bank details and it's secure that, that whole secure element behind that. So they use a, a easy, easy to understand terminology, and the, the image is quite clean and crisp. So you can see the functions of the product quite easily. And that's the main one that comes to mind, to be honest with you, I've been using it recently. Also, I can say from a banking perspective, but they're all quite similar, but some of the internet banks like Monzo, even though I use high street banks, it's much more user-friendly. Icons pop up for different companies, you can save money in a pot, you have funny notification sounds when money is deposited. Things like that make, make you want to use the app. So, so again, they use easy to understand terminology as well in terms of if something's gone wrong and say, oops, something's up… do this, or troubleshoot, or click here, or how about this? It's not it doesn't… If you could get a technical error message, you fall back and think, oh, I don't know what I'm going to going to do. And I have to look at something else. It's just keeping it simple. I think. So those two examples, I think.

Rebecca: Thanks. Would you be willing to open one of these in an incognito window so I don't see any personal information, but just talk me through, like what stands out to you on those pages in terms of the communication?

P4: Yeah. Do you want me to do that on my phone or on the laptop, or does it matter?

Rebecca: Your, your laptop is fine if that's what you're using now.

P4: So I'm on the Wix website at the moment. And what I can see straight away is immediately large texts and create a website you're proud of. So it's very simple to understand the whole idea. This is a similar area where there, there was some tech, there was some technical know-how and coding behind website development, and historically has been, but now it's accessible to everyone. So you can just mess around to create your own layout and add e-commerce pages before that was a, there were sort of the technical aspects, which you'd need to get someone involved with. So it's a very simple page, and there's a call to action saying get started and that's it. So you can immediately, so on doing that…

Rebecca: Sorry. Would you be willing to share your screen so I can see what you're looking at?

P4: Okay. Spare me a second. I'm just sharing my screen now.

Rebecca: Okay. I can't see it yet.

P4: Okay, I've clicked share.

Rebecca: Yeah. Now I see it. Thanks.

P4: Just spare me a second. So can you see my screen now?

Rebecca: Yeah. Yeah, I can.

P4: So again, I got initially familiar with the brand, just through some advertising where again, it was just pushing for this message that everyone can use it, and it's easy and it's just one price package. So immediately you can see a call to action, create a website you're proud of. That means a quality website to me, and discovered apart from that gives you freedom to create design, manage and develop. So everything in one page or multiple multifunction, and e-commerce as well, simple pricing, they hold and hosts that they hold the website in terms of you, you can design it and save it there. So you just link any domain name to it on the page and click get started. What I personally do is look at website design. So I'll click on the template. I would want to see if there are templates accessible. So because everything's clean and crisp, so immediately I can see user friendly interfaces, which are good quality. And because everything's flowing and just clean in terms of layout, you feel that everything's going to be easy in terms of design as well. So I think there are companies as well that use easy to understand… So pick the website template that you love. So again, it's, it's not select a template, you know, it's, it's, it's a bit more, they're trying to connect with the with the audience. So again, a photographer they're picking things which are easy to answer. So if I, if I click the view, I can see a full demo of the site so I can see how the site functions, because I want to see when things pop up, how cool these transitions are. So if I feel that it's even allowed me to edit, I don't know how that is gonna have, I'm not logged on, but let's just see what happens. Cause I haven't been on here for some time. Okay. So again, I guess that's the call to action is asking me to log on and if I don't have an account sign up. So that they're using that, because I guess they want me to immediately edit and get, get, get, start using the sites. So another thing that's quite clear is last time I checked was… With the sites, you quickly want to see how much it costs. So the most basic is three pounds a month. So you can basically have a website up and running quite quickly. That's, that's that's that you can continue to design and change and continue to add photos to and use the technical elements as well, as well. So I think once you, once you start, once you've registered, you edit, you've got detail, you've got functionality with, with web design. And e-commerce that the key thing is selling products online and doing that remote just completely by yourself, linking buttons, elsewhere, linking it to different websites or social media platforms. So yeah, those are the key things in terms of what I was talking about. Just easy to

understand and use of sort of casual terminology in English language so that it encourages you to feel that… I think the combination is it's encouraging you to feel it's easy to use and you can do it, but at the same time, we're sophisticated, complex brand and we know what we're doing, and where you will have a good end result. Not it's very easy to use, but it's rubbish, you know, so that the, I think that's the, the balance. I think this company does that pretty well. Again because of their advertising I've seen them on TV as well. I'm just moderately familiar with them. So when you're looking at all these other design packages that are similar, the brand helps here as well as the use of usability. It just tops everyone else because of that. So they can then start charging as they wish almost, and some people, I'm sure some people would like to, if they feel it's a good product, they're happy to pay the VIP. So yeah, that's, that's how I would sort of describe the similarity there.

Rebecca: Okay. Thanks so much. So thank you once again for all your feedback. That was everything I had planned for today's session. So I did mention earlier that I might not be able to answer your questions at the time, but I also mentioned that if there's anything that you wanted to know now I could answer all of your questions if you have any. So do you have any questions for me before we end?

P4: Yeah. So I'm just curious, are you w with the product itself, are you looking at launching a new version or looking at a complete brand, image makeover? Or is it just you're focusing on usability and attracting a different market segments? Just out of interest really, if you can reveal, reveal that information, if not, then it's fine.

Rebecca: So this is a new product that we're launching. And so I am a writer, I write all of the copy for, for apps. And so this is a study about language mostly to kind of find out what kind of language works best for people and why. And this is, I can also reveal now that I am a Master's student and I'm using this research for my master's thesis to write about the communication in apps and how it impacts usability.

P4: Right. Very interesting. Yeah. I think communication does impact a lot in terms of usability, apart from overall brand image and how things look, I think communication is key in terms of a lot of people are, you know, that's why you get the, the big font headings print immediately, you call to action and that's going to make you turn away or click. So interesting and no that's about it. Really. I was just curious to know, in terms of the version of what's been what might be coming out. So very interesting.

Rebecca: Well yeah, thank you for all your feedback once again. It was really helpful.

P4: Excellent. Well, great. I hope I've been helpful

Rebecca: Absolutely, yeah.

P4: Excellent. Well, thank you very much. You take care and have a good day. Shall I just shall I wait for you to stop sharing? No, I don't use Zoom much. I'm usually on Teams, so…

Rebecca: Oh, no. I think it's you that's sharing, but it should end when we end the call…

P4: Okay. Great.

Rebecca: …so I'll just hang up and it should be all good. Alright.

P4: You take care.

Rebecca: Thank you, have a good day. Bye.

P4: Have a good one, have a good day. Bye-bye.

Participant 5 – "Adrian"

Interview with Rebecca S.Vaughan and Participant 5

April 27 2021, 3pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	20	Bachelor's degree	Full-time student		$80,000 - $99,999	Average	United Kingdom	English	Native	PCT	3515069A

Rebecca: Hi, can you hear me okay?

P5: Yeah I can hear you fine. Sorry, I need to say that I have a meeting exactly when this one ends. So if you could make sure it doesn't like run over that, that would be great.

Rebecca: Okay, no problem.

P5: Thank you.

Rebecca: How are you today?

P5: I'm fine, thank you. How are you?

Rebecca: I'm doing fine as well. So thanks so much for meeting with me today. My name is Rebecca Vaughan and I'm a researcher at a company called Avast, and I'll be walking you through the session today. So I have some info that I'll just read through to begin to make sure I don't forget anything. So today we're showing people three prototypes that we're working on now and just watching how they engage with them to learn which one works best and why. Just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal is just to learn how we can improve our app. So if there's something that seems unclear to you, that's really valuable feedback. And on the other hand, if something stands out as positive, I would love to hear your thoughts about that too. Does that sound okay?

P5: Okay.

Rebecca: If you have any questions while we're looking at the apps today, feel free to ask. But with that being said, I may not be able to answer everything because I'd like to see what you would do without me there. So at the end of the session today, if there's something that you want to know more about, I'm happy to answer all of your questions then. Does that sound alright?

P5: Alright, sure. That's fine.

Rebecca: Okay. So we did ask for permission to record the session for internal purposes. And the reason for that is so that I can focus on the session today in real time and what you're talking about. And then later I can go back and rewatch it to take notes. We'll never share your personal information, like your name or your contact information with anyone inside or outside the company at any time. But we may share something like your demographic data, something like your age or occupation, because it's relevant to the context of our product. So do I still have your permission to record the session?

P5: Yes, yes that's fine.

Rebecca: So thanks for confirming. And then one last thing before we move on, I just want to confirm that this will be about 60 minutes and we'll end on time. And after the interview, you'll be paid through the UserTesting platform and about one week, does that sound okay?

P5: Yeah that's fine.

Rebecca: Thanks, so, let's get started. Can you tell me about the last app that you used on your phone?

P5: Last app I used on my phone. That's a tough one, probably Snapchat.

Rebecca: Snapchat, okay.

P5: Yeah, Snapchat. Do you want me to tell you about it in detail or something?

Rebecca: I'll ask. I just wanted to know if there are any messages that stand out to you from that app, like descriptions or error messages that would have come from the app communicating to you?

P5: No, not really. I mean, there's a, there's this thing when you shake the app the, some options come up, I think, to report something or to console that screen, something like that's like the only error message I actually get from Snapchat.

Rebecca: Okay, and what stands out to you about that message?

P5: Nothing really, I think that's like a common theme across Apple apps, that's idea of shake to do something. So, yeah, I think that's, I mean, it's, it's cool that if you had to report something. I haven't actually been in that situation myself, but if I had to report something, all I'd have to do is just shake out and, you know, <inaudible> I think that's really cool, even though I haven't actually used the feature myself, so.

Rebecca: Okay, thanks. So next I'd like to show you the first of three prototypes that we're looking at today,

P5: Alright.

Rebecca: So I will share my screen and then I'll give you remote access so that you can click through the prototype on your own. And I also have a few tasks that I'll ask you to complete as if I was not here. So do you have any questions before we start?

P5: No, I don't.

Rebecca: Okay, just a moment and I will share. Can you see my screen?

P5: Yes, I see it.

Rebecca: Okay. And so you should be able to control my mouse now. So whenever you're ready, you can click on this prototype,

P5: Okay, right. Okay, that works.

Rebecca: So let's say that you've just downloaded this app. It's called Avast One and it's for security on your mobile phone. So what you're looking at here is your smartphone screen, and you can also scroll on this prototype up and down. So can you help me understand what you see here?

P5: Right. So, I mean, since you said it's Avast, I know that's an antivirus company. I already saw there's this first option of *blocking sketchy emails and sketchy people online*, so I suppose that it sort of, it monitors your mailbox so it kindof, if it monitors inbound emails and it sort of tells you, you know, which ones they have quarantined, I suppose there'll be an option to sort of allow one that has been blocked. If, if it's, if it's a sender you trust, something like that, and then a *stay private no matter where you're surfing, keep your online life for your eyes only…*, I'm not exactly sure what this feature would be. But then I imagine it will be something like avoiding, stopping the big companies from tracking you or something like that. That's what it seems like to me. And then *find out ASAP if your information is leaked*. It's a very good feature. I mean, because there are always all these data breaches, right? You read in the news, this company was hacked or something like that. So, you know, it's nice to have something like that. I think the app for <Ikea> has a feature like this. Yeah. But this is, it's a good feature to keep your data, if your information was leaked, so...

Rebecca: Okay. Thank you. And without clicking quite yet, what would you usually do from here?

P5: I'll click, *let's do this* or *login*. I'm independent if I have an account, so….

Rebecca: Okay. And what would you expect to happen when you clicked that button?

P5: If I click, *let's do this*, I imagine it's presents me a sign up screen and *login* would be for if I have an account.

Rebecca: Okay. Okay. Thanks. So now you can just proceed as you would, so,

P5: Okay. *Let's do this*. It's not what I was expecting but, alright. So it seems… yeah?

Rebecca: What do you see here? Sorry.

P5: Yeah, so, I mean, I see *Hiya friend*, so it appears, I don't actually have to login or put in any details to, to use this. So I see the VPN, right, I suppose, as that future of staying anonymous online, that's what the VPN will do for you. Then *Webshield… it'll protect you from…* yeah so the *Webshield* would it be, it would help that feature of filtering your emails from spammers and all that. And *Breachguard* would be that last feature. So you could pick one of these, to set up at any time, I suppose.

Rebecca: Okay. And so next, I'll ask you to do some tasks and before we move on, I just want to re-emphasize that I'm not testing your technical ability at all. We're just interested in seeing how you interact with the app. So please, don't worry about hurting our feelings. We want to hear the good and the bad, and as much as you can just think out loud while you're, while you're going through these apps. So from dashboard screen, how would you set up the VPN if that's what you wanted to do?

P5: So just click that button. Do I go ahead and click it?

Rebecca: Mhm, go ahead.

P5: Okay. *Set up*. <inaudible> I don't read all these things here, but, I just click on *next*. I never read all this, so, *accept.* Then, yeah I suppose it's configure something in settings and <a clause so it affects you>, I think, then *connect*. I'd just click on *connect* and…

Rebecca: What would you do from here? What's that?

P5: *…Please check your internet and try again.* If it's possible to swipe down from the screen? Okay, that's not possible, but normally I would go to settings and see what they mean, but, oh now it starts works now for some reason. Yeah, so I have no idea why that happened.

Rebecca: Okay.

P5: That's strange.

Rebecca: Okay. And so from what you can see here, is it working now?

P5: Yes. Yes. It's appears to be working. It says *your connection is secure*, but usually when, when I connect to VPN on my phone, there's probably two VPN bar here, so I wonder why it's not showing. Yeah. But, yeah it appears to be working from what I can see in the app.

Rebecca: Okay. And what do you think it means by connected?

P5: It means my network is going through some other server somewhere. That's kind of, it anonymizes me, you know, it makes it seem as if I'm browsing from somewhere else, and not where I actually am, so.

Rebecca: Okay, and have you seen or worked with anything similar to this before?

P5: You mean a VPN or a this app?

Rebecca: Well both.

P5: Yeah. I mean, I've worked at the VPN and I was, I actually worked with one over the weekend, so yeah, very recently. Yeah. I mean the, the limit here, you know, this whole free plan came into this… isn't very helpful. I know some of the other VPNs I've used, why I like using them is because they are free plans, just unlimited to, it sets a number of countries, maybe slower speeds than you would get on other plans rather than making you only have 500 megabytes, because that's not very useful for someone who's, you know… I think, well, personally, I don't think 500 megabytes is very useful for if I want to connect my phone to a VPN, I probably won't smoke with lots of, lots of detail. Won't be able to keep that on for, you know, for as long as possible, rather than getting disconnected. I've worked with a VPN, yes, but with an app like this, I wanted to work with an antivirus app on my phone. I mean, iOS doesn't get viruses, so they haven't been very useful. So if I need to VPN, I just go straight to the VPN app.

Rebecca: Okay. Okay. Thanks. So now if you wanted to return to the dashboard, how would you do that from here?

P5: I would just click on this X right there. Yeah. And that's seems to have worked.

Rebecca: Okay. Thanks. So next I'll show you the second prototype and this one may look familiar because it is a similar but different version of the one that you just saw. So we'll follow the same steps as we did for the first one. And when you're ready, you can go ahead and click on it.

P5: Alright…click on that. It appears to have the same exact information except the *get started* button. I think that's different from before. So yeah, I mean, I still think the *get started* here would lead me to some kind of signup page, but. Yeah. I would click on *get started* since I don't have an account. Yeah, so should I go ahead and click that?

Rebecca: Yeah, go ahead.

P5: Okay, get started. Yeah, so it's the same thing. So that's *hey there* <inaudible> to *hiya friend*, I think, so the last one. So…I dunno. I think, I think I prefer the *hey there*, rather than *hiya friend* but, I mean, it's, it's, it's almost inconsequential. I don't think it really matters that much, yeah, but what's actually the button it's

something I noticed, so, and the options, right here. And then, Yeah. They all seem to be the same as the previous one.

Rebecca: Okay. Okay. Thanks. And so once again, if you wanted to set up the VPN, what would you do?

P5: So I'd click right there, *set up*, and *next…next…allow* then I'd *connect* there. Same error message again. Sorry?

Rebecca: What happened here? What would you do to solve this if you…?

P5: What happens to do what? Sorry.

Rebecca: How would you fix this problem if you got an error like this? What, what happened?

P5: I would click it again, I mean… Yeah. Like, I mean, like I said before, if I hadn't seen this error before, I would have gone to settings, maybe turned off my wifi, turned it back on, something like that, but, you know, yeah.

Rebecca: Okay, okay thanks. And would you say that the VPN is working now?

P5: Yes. It appears to be working from this page, even though the VPN thing isn't at the top right, but yeah, it appears to be working.

Rebecca: And, sorry, how do you know that it's working?

P5: So firstly, there's this green tick. That's always a good sign and then some data appears to have fallen off this allowance. So yeah, it appears something is moving from there.

Rebecca: Okay, thanks. Alright. And now if you wanted to go back to the dashboard again from here, what would you do?

P5: Just click on the X and I'm back.

Rebecca: Alright, thanks. So now we'll look at our last prototype. So that's this one here. And once again, it's a similar, but different version, so we'll follow the same steps and you can click on this when you're ready.

P5: Okay, click to start…Avast One… It appears to be the same options and…now there's *start* on the button other than *get started*. So yeah, that's a difference, but... So do I go ahead and click that?

Rebecca: Sure.

P5: So *start*, right… *welcome to Avast One,* that's a different greeting. Seems more professional, I think.

Rebecca: Okay.

P5: Yeah, I think, yeah, I think I like this one. I think this one. It's *welcome to Avast One*, I think I like that. Everything else appears to be the same, really. So, do you want me to go ahead and set up the VPN?

Rebecca: Sure, thanks.

P5: *Set up…continue…accept…allow…* and I'd click *start* again…

Rebecca: And what do you see here?

P5: *Sorry, the VPN couldn't be turned on. Please try again*. I mean, now it's actually says to *try again*. So I'd just try again. I think that's a better message than the firs… I didn't actually read the message in the last prototype, but the first one said, I think, *check your internet connection*, but this one just said *try again*. So I guess that's a better message. So… Yeah, but I mean, I think that's like a bit silly. I mean, if, if it just gets us to press button again, why doesn't it just work the first time? It doesn't make any sense.

Rebecca: Okay.

P5: …and then yeah, I've observed this, the data it's not dropping. It's not going down, it's it's going up was <inaudible>. Yeah.

Rebecca: Okay. And would you say that the VPN is working now?

P5: Yeah, it appears... So there's the 0.5 MB used and there's the green tick, so it appears to be working.

Rebecca: Okay. And what do you think they mean by enabled and disabled?

P5: You mean this right here? This *enabled*? So I think it just means that the, you know, like before your… right, the, you're now connected to the server over in wherever I think Australia or wherever it's connected to. So yeah. I think that's what it means. A bit different from *connected*, I think that was used before, but yeah, I think VPN enabled is cool.

Rebecca: Okay. Okay, thanks. And so once again, from here, how would you return to the dashboard.

P5: X again. I'm just clicking that, and then, right there…dashboard.

Rebecca: Alright. Thanks so much. So now that was the last of the prototypes. And so now I will stop sharing and just ask you about what we saw today. So if you had to describe this app to a friend, how would you describe it?

P5: I would describe it as a VPN app. And I'll describe it like that, because like I said before, most people don't need antivirus software for their phones. And it's <inaudible> you've already bought into the whole Avast ecosystem. You have same Avast antivirus on your laptop then maybe that would make sense for you to go for Avast VPN, but in terms of how would I describe it? So I would describe it as, as a VPN app, because that's kind of, I think, the most useful feature there.

Rebecca: Okay.

P5: I mean, but, alternative… maybe maybe, if I were, if I were left on my own I might have actually set up the email, the email filtering thing, I think that might actually be a good feature, but based on the features I used today, I think I would just describe it as a VPN app, so.

Rebecca: Mhm. Okay. Thanks. And if you wanted to describe to a friend what a VPN is and what it does, how would you describe it?

P5: I would say it's software that makes your, makes the, makes you appear like you're browsing from somewhere else that you're not. So whoever is trying to see where you're browsing from thinks you anywhere else except where you actually are.

Rebecca: Okay. Okay. Thanks. And looking back at the three prototypes that you saw today, what messages stood out to you?

P5: So the, the welcome, *welcome to Avast*, I think that was the greeting on the last one, I think. That was, I mean, I guess it depends on what you mean by stood out, but then that's the, that's the greeting I like the most. Obviously the first one that said *hiya friend* stood out to me, but I mean, I didn't particularly like the, the tone in comparison to *welcome to Avast One*. Maybe that's like a personality thing, but yeah. In terms of stood out, I think that. Yeah and the red message, the message in the red box. I mean, I just can't get it out of my head. Like it's, it's, it's quite silly really. I mean, if you're just going to ask us to click the button again, why didn't this just work the first time? It's, it's not ideal, but yeah. The red message there. It stood out not in a good way.

Rebecca: Okay. Sorry, could you talk more about the red box? What do you, what do you mean by that, that it was silly?

P5: Yeah, I mean, because, so I click on connect to the VPN the first time and then it doesn't work, it shows the red, it shows the red message. And if I click on the connect to VPN a second time it works then. What happened in between when I click the first time and the second time? I didn't do anything, what happened in the background? Whatever happened in the background, I think, I think the people who are making the app can make that happen on the first click and not after I do the first click and tell me to click it again. It's, it's, it just doesn't… it's not right. It's not right.

Rebecca: Okay. So what I'm hearing is that you didn't believe that there was an internet problem? If this was like a real hypothetical app, because of course this is a prototype. So…

P5: Yeah, yeah…

Rebecca: So if it told you, like you that you had internet problems. Are you saying that you wouldn't believe it?

P5: Oh, right. Oh, okay. Okay. That's that's a different thing, right. I mean, so I guess if, if it wasn't a prototype, I would actually go check my internet connection and see what's helping, then I would come back and click that again. Okay. Yes. That makes sense. So the… in that case, the first message would be the best message because it says *check your internet connection*, I think that would be the best message then. So yeah, I was kind of going off the assumption that is just *try it again* without doing anything extra, so, yeah.

Rebecca: Okay. Okay. And so what makes you say that the first one would be better then?

P5: Because it's actually says, yeah, cause it actually says *check your internet connection*. I think I didn't read the second one but the third one said, *try again*. *Try again* just literally means, you know, press the button again in which case, like, why do I have to press the button twice?

Rebecca: Mhm, okay.

P5: …you know without actually making any real change…yeah.

Rebecca: Yeah. Okay. Thanks. And so are there any other messages that stood out to you today? You mentioned, I know that you mentioned the headlines. *Welcome to Avast One*…

P5: Yeah, so…

Rebecca: Why did that one stand out to you?

P5: I mean, I guess it's 'cause I noticed it changing across the prototypes. I think that's why I actually, that's why it stood out. The first one was really informal, you know, *hiya friend*. It's like, okay. You know, my friends are not <inaudible>, but yeah. And the last one I think that was like on the other end of the spectrum with like welcome to this. Yeah. So that's really why it stood out for me. I think it's just because it was changing. Yeah, no, that's <inaudible>.

Rebecca: Okay. And I remember you saying at some point that that third one was more professional, perhaps. Why did you… could you tell me more about that?

P5: Yeah, definitely. I mean, if I didn't know any better, I would say that <inaudible>, the person that made this prototype was gay, for, because the first one was *hiya friend*, like that that's making the assumption that we've met before… hiya friend means we are friends. And then welcome to this means this is our first introduction. So welcome, you know, so yeah.

Rebecca: Okay.

P5: Yeah. So I think it got like more formal as we went. I don't know. In the second one said now… *hey there,* I think the second one said *hey there*. *Hey there* is actually cool, you know, it's, it's somewhere in the middle. I think that's fine too. Somewhere, you know, something between hey there and and *welcome to this*. It's cool. It's cool. *Hiya friend* just…yeah.

Rebecca: And what stood out to you as negative about it? Really? You said that because what I understood is that you wouldn't want to be greeted by… like as a friend, like for your first introduction to something, is that, is that correct?

P5: No, no, no. It's not that. It's not that really. It's just, it's just a preference thing. So it's not like it's negative. It's just, I feel like that's a better, that's a better introduction. That's better. It's not, it's not like it's negative. No, I don't think there's actually a real problem with saying *hiya friend,* no. It's just because I saw alternatives, so I felt like if I have alternatives then the instinct is to pick, right?

Rebecca: Mhm.

P5: It's not like it was negative. It's just, it's just, that felt the other things were better.

Rebecca: Okay. Thanks. So I also think, I remember you mentioning the difference between the buttons in that first screen. Can you talk about that a little bit? What did you, what stood out to you on the action buttons?

P5: Of course. So I think the standard for that sort of thing would be a standard button in a login. So I think whatever you put on the button above login, I think everyone knows it's something like sign up usually. So, but I think the last one, I think you said *get started*. I think, I think that one kind of convey the message like really clearly. Different than like, there really wasn't any confusion as to what the button could possibly do, you know? I think that conveyed the message, the clearest.

Rebecca: Okay. Okay, thanks. And I also noticed that you skipped through a lot of the texts that was in the middle of the pages, both the descriptions of the app and the VPN. Could you tell me about why, why you decided to do that?

P5: Right. So, I mean, I'll start with the more obvious one. That's like the big red, the, I think privacy policy or something documents written. And I would think anyone in this world actually reads through those things,

so, and it's just boring. And there's like, there isn't any, I mean, even if they tell you something like… we'll come to your house and kill your dog, I think if he want to use the VPN, you're probably just going to accept it anyways, so you're probably not going to decline it. And then the, the first one, I think that was detailing what the VPN does. I just took a glance through any digital appear to just be telling me what a VPN is and I already know what a VPN is. So I suppose if I didn't know what a VPN was I would actually read through that. If it was my first time using a VPN… someone recommended it to me, I think I would actually read through it as, and see all the features but it just appeared to be telling me what a VPN was. Even though there must have been helpful information there, I didn't bother.

Rebecca: Okay. Okay. Thanks. And so then I, is it correct to say that you pay the most attention, or that you noticed like the headlines and the action buttons most out of an app like this?

P5: Mhm, yes, yes.

Rebecca: Yeah. Why do you think those are the pieces of texts that you pay most attention to?

P5: I think…So for the one that says the *login* and *get started* one, so that's the first thing you see when you open the app. I think when you're getting introduced to an app, when it's your first time using that app, I think the that first page kind of gives you like the whole theme, you know, the colors of the app and all that. So this kind of puts in this image in your mind of what the brand is, what the color scheme is probably going to be like for the rest of the app. So there's a big green button right there. I mean, it's, it has to stand out, you know. There was the much smaller link below it to just login, but it wasn't in any kind of container, so you know… a big green button at the bottom of the screen just has to stand out because, you know, that's your first time seeing it. I suppose as I go along giving it some time, I mean, if you ask me whether it's in there, I wouldn't be able to tell you, but my first experience with the app, I think, you know, I think that's something I would, I would remember.

Rebecca: Okay. So what I understand is it's kind of like a first impression, so you kind of notice it more because it's your very first exposure or interaction with, with a new thing. Is that correct?

P5: Yeah…

Rebecca: Would you agree with that?

P5: Yeah, yeah…

Rebecca: Okay. Okay, thanks. So could you tell me about, or show me online a site that you regularly use that you find really easy to relate to, or that really speaks to you in some way?

P5: Can I just have a look through my browser and see what's up in there? Just see what's there… <inaudible>

Rebecca: Okay, sure.

P5: Right, okay. I mean, to be honest, I can't actually tell you that there's there's any websites that I <inaudible> enjoy using, you know.

Rebecca: Mhm.

P5: I could probably point out something that's, that's helpful with any given science, but yeah. Yeah. That's a really difficult question. I don't know honestly. I don't know. I was, I was hoping to get some kind of hints from the tabs that I have open but there isn't anything really helpful with these tabs. So… sorry, with the

sites I have open right now. But, I mean, if I had to say something, I guess I would say… let me just go ahead and share my screen for you.

Rebecca: Okay, great.

P5: So this… Can you see my screen?

Rebecca: Mhm, yup. I can see.

P5: Yes. Yeah. So this, this site, right here is… this was the site where we were our lectures are recorded. So this kind of what I've been since I got to university. I kind of use it like, you know, on a, on a very frequent basis. It's, it's easy to interact with because you know, it's, it's, it's a media site, right? So there's like, the standard things are rewind, fast forward, play, and then you can also use the keyboard to sorts of… if you press, if you press, if you press the spacebar that's a pause, and you can use the arrow keys to like go back and forth. And then there's the speed. I think the speed regulation is, is also something that is like very important in, in media these days. So if you want to find… see, see like a lecture you haven't, you haven't watched yet you can come over here and look for it, and maybe type something into the search bar. So in terms of, in terms of your site, that's, that's good I think. I think that's like the closest thing I have to that. So yeah.

Rebecca: Okay. And is there any, are there any messages from the site that stand out to you? Not necessarily like the video controls, but like the navigation or how you kind of know where to go within the app?

P5: Yeah. I mean, so this, yeah, this folder, right here. There's this thing that's, that is a folder and then there's this arrow that tells you about that. So you kind of know that this *control lecture* is within this folder. If you click there, you can see it's highlights, highlights, so you can so there's something you can click on. So intuitively you know, you can click on that to see, you know, the lectures that would be inside this folder. So that's something that's standard and obviously the *sign out* button which is, you know, just so you know, if you want to leave this page, you can leave the page. Yeah.

Rebecca: Okay. Okay. Thanks. And have you ever run into any like errors or trouble on the site that have been memorable to you?

P5: Yes, definitely. Definitely. I can only tell you what causes <inaudible> error, but it's, it's, I'm just trying to remember what the error says. It's an error that happens sometimes when you, when you try to access this, this piece to this, this *Panopto* site is linked directly to Blackboard. Blackboard is another site where we have a lot of lectures, but like the, the more, the things that are not videos, we have them over on Blackboard. So it's linked here. So there's an error that comes up when you haven't logged into Blackboard and you're trying to load this page… Or, sorry, if you just, if you get logged out of Blackboard which you do like automatically… Most times when you like clear your cookies or something like that, or you just come over here and try to load this piece, like nothing happened it's it gives you some really annoying error, I don't actually know exactly what the error says but…

Rebecca: Uhuh.

P5: Yeah, yeah. Yeah…

Rebecca: Okay. Sounds like that's a really frustrating experience when it happens.

P5: Yeah, yeah, definitely. I mean, cause our, I'd rather be able to access it from, you know, directly from the speak instead of having to go to Blackboard, login, and come back here and reload the page. Yeah. It's it is slightly frustrating.

Rebecca: Okay. And can you recall if this error gives you any specific instructions or do you, did you just kind of like figure out how to get rid of it yourself?

P5: Yeah, so I think it's, I think it said something, it says something about how, you're not signed in. I think there's some kind of wording that kind of alludes to the fact that you have to sign in somewhere, and if you try to sign in here it just not a very nice process so… It's still, I think you're better off going back to Blackboard and logging in and coming back here, than, than trying to sign in this app… sorry, this website, yeah.

Rebecca: Okay. Okay. Thanks. And can you think of any other sites that you regularly use that you like have had an easy time navigating?

P5: No. No, not really.

Rebecca: Not really?

P5: I mean, I use, I use apps a lot more than sites, so…

Rebecca: Okay.

P5: Yeah. In terms of apps, I'd be able to tell you about apps but not sites in particular, so, yep.

Rebecca: Okay, sure. Can you tell me an app that you use regularly that, that you enjoy?

P5: LinkedIn. I mean…

Rebecca: LinkedIn?

P5: Yeah…

Rebecca: Okay.

P5: I guess, I guess that's because I don't use social media very much, right, in terms of Instagram and the rest very much, but… I think, I think LinkedIn has a very nice express in the sense that it doesn't, it doesn't try to just bombard you with loads of advertisements about things that would just keep you there screen on the app. And in terms of navigation, there's like, yeah, there's icon at the bottom that, you know, I think every other app has their icons at the bottom but these icons, you just know what they are when you look at them. Just like the screen to the left, you see the messages, I think normal also. And then there's the, there's the nice messaging bubble at the top, at the top right, at the top right of the screen, so… It's, it's simple and nice to use, but <inaudible> just bombard you with ads and keep you in the app for as long as possible.

Rebecca: Okay. Okay. Thanks. And can you tell me about like, what really stands out to you about the way they communicate?

P5: You mean LinkedIn?

Rebecca: Mhm.

P5: I guess, I mean, what do you mean by the way they communicate? I don't understand what you mean by that.

Rebecca: Yeah. So the way that like apps communicate are usually through notifications or like error messages, any kind of texts that you might see inside the app or the platform that kind of guide you about what to do or what you, what you should do in case there's a problem.

P5: Definitely. Okay, yeah, definitely. So I mean, the <inaudible> buttons down at the bottom. If you click on one of them usually you'd see… if you go to them, they will be inside like this screen that has maybe two or three divisions. So something like my network, sent requests, something like that. So if you go to the page, they show you like is subtext after the medium text so, you can usually tell what you, you would expect to find on that page even if you don't have anything there that time. So yeah, I think that's, yeah, that's really nice there.

Rebecca: Okay.

P5: Yeah. That's nice to have. And in terms of error messages, I don't, I haven't really cause many error messages on LinkedIn. Yeah. Yeah.

Rebecca: Well, that's a good thing.

P5: Yeah. Yeah, definitely.

Rebecca: Okay. Would you be willing to like open LinkedIn in an incognito mode window and just kinda like talk me through what you see there and when you think about the, the interface?

P5: Right, let me... Okay. So like there's cookies or just go ahead and do that cause I don't really have any <inaudible>. So yeah, I mean, there's, there's this phone number password <inaudible>, it's simple. Just, you know what, this is personal community, that's, what's on this, on this site. Then there's this image of the <inaudible> person with the laptop. And then it also tells you that in addition to being a community, you can also find jobs and internships for yourself. Not just, I'm talking to people who work at this other company, I can also if I want to move to that company, I can go there as well. So this is good to have. And for students who are looking for internships, this, you know, having that here, tells us that this, this platform isn't just for working professionals, who, who wants to talk to their other friends in, in the working industries, it's for us students also who are looking for internships for the summer, or something else. Then it, it tells you you can also post your jobs so… You know, it kind of highlights all these useful features. For example, open to work, that's a useful feature for someone who just lost their job or for someone who is just looking to work, being able to put that there is good, so... I think it's just this idea of highlighting all the useful features the app has rather than anything else really.

Rebecca: Okay. Sorry. Are you sharing your screen? Because I can see just the university screen still. I don't know if…

P5: Oh really? Yeah, sorry. I was, sorry, let me just share that again…<inaudible>, right can you see this now?

Rebecca: Ah, okay. Yeah. I can see it now.

P5: Yeah, sorry, I thought I was sharing that before. So yeah, there's this *Welcome to your professional community*. So you just did that right there. You know, it tells you what's happening on this site and then there's this, there's this guy right there using his laptop.

Rebecca: Mhm.

P5: It's not too serious. They didn't actually put like, an actual person in the office under some kind of tension. So this was just, you know, it's, you kind of add that playful thing to work, which is normally serious.

Rebecca: Mhm.

P5: So that's good to have there. And then, you know, the sign up is simple. I think it's kind also…forgot password… cool to have there. And yeah. Like I was talking about before open jobs and internships. Yeah. So you can see these and then, you can also see like fields according to certain fields. So this is a good to have here, you know, and then we can assist you that you can boost the job. <inaudible> Yeah, so... Sorry. It's just highlighting important things you can use the app to do, you know, rather than telling you what, what these are the number of people that are here and you should try it because all your friends are here. This is something that is actually going to bring you inherent value to me. It's not just going to me being there to talk to some people. I'm actually going there… I'm likely to add some kind of value to my life when I come out of the site. So yeah, that's good to have. Yeah. So that's something that's really good about LinkedIn as a site.

Rebecca: Okay. And what stands out to you about the messages that they're communicating here?

P5: Okay. So firstly, there isn't lots of text. I mean, there's the big font and that means you can't really cram too many things in there. And it says like *Join your colleagues, classmates, and friends*, I think it's, it's the same thing throughout, right. Yeah, you know, they're kind of setting you clear on exactly what this app does. Right. So, and then, you know, they kind of give you like a big thing here and then, *find people you know* so that's…go straight to the app. I think, some other sites make use of kind of subtext, long subtext there, which would explain something you, you know, you're probably not that much interested in, so it's all… *we're going to connect*. How do I do that? Click on this, find people you know, and this lead me into some kind of signup page. So this idea of just short, bold texts, as you see right here. *Post your job and find the people you need*, that's straight to the point, big and bold. Right here, *find open jobs and internships*. They're not giving me a long story or, you know, as opposed to something like, you can find people in <inaudible>… you can find a in engineering, business development. So this actual links cause so you <inaudible>.

Rebecca: Okay. Okay. Thanks. So what I'm understanding is that the way the information is presented is just as important as the content itself?

P5: Hmm, definitely. Definitely. Yes, yes it is, it is. Yeah. Yes, yes.

Rebecca: Okay. Okay. Thanks. And if you didn't have a LinkedIn account, what would you usually do from here if this was a new site to you?

P5: So I'd click *join now*. Right there.

Rebecca: Okay.

P5: Yeah, I think it's about obvious what that does. You know, I would click *join now* since it's my first time I know that obviously I can't sign in to… so I would click *join now*. I think, you know, just to mention there's something that might be helpful for someone who didn't bother to read and see, *join now*, something that would be helpful would be when I, if I haven't signed up for this and I click on, if, if I type in my details here and I click *sign in*, it should take me to the sign up page and realize that I don't actually have an account

with them. I think that would be helpful. It's like something like, Oh, you haven't signed up, click this button to sign up. I think taking me there would be, would be a more seamless and maybe better customer experience.

Rebecca: Right. Okay. And do you think, is that because you wouldn't want to enter your information twice or why, what would make that a better experience for you?

P5: It's just the fact that it takes me right there. I mean, yeah. I suppose it's not wanting to enter my information twice. So I think it's more of like a psychological <inaudible> It's just like, if you're going to make me go there anyways and you can, you can take me there. Why not just take me there rather than make me click something to go there?

Rebecca: Okay. So it's more about like the ease of not having to repeat yourself. It sounds like…

P5: I suppose there'll be a balance, you know, in the situation where someone forgets their email address and types in the wrong one. I think something like that would be helpful, posting an error message there *we haven't found this email address*. I think that's, that's a case where giving me a link would be helpful if they'll take me there directly because I get how that can be annoying when I just, I just really <inaudible> typing in my email address, why are you taking me to sign up? So yeah I suppose that might be a better option in that situation, so yeah.

Rebecca: Okay. Okay. Thanks. So you can go ahead and stop sharing if you'd like, and yeah. Thanks so much for your feedback today. That was everything that I had planned for today's session. I mentioned earlier that I might not be able to answer all of your questions during the session because I wanted to see how you would react without my input. But I also mentioned that if there's something they wanted to know at the end of the session, then I'd be happy to answer. So do you have any questions for me before we go today?

P5: No. No, not really. Yeah. No I don't have any questions really.

Rebecca: Okay. Well, thanks again for your feedback and thanks for meeting me and I hope you have a lovely day.

P5: You too, bye.

Rebecca: Bye.

Participant 6 – "Archie"

Interview with Rebecca S.Vaughan and Participant 6
April 27 2021, 5pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	51	Master's degree	Full-time (30+ hrs per week)	Education Management	$60,000 - $79,999	Advanced	United Kingdom	English	Native	CPT	3515069B

Rebecca: Hello?

P6: Hello, hiya.

Rebecca: Hi. Can you hear me okay?

P6: Yes, I can. Can you hear me?

Rebecca: Yep. I hear you fine. How are you today?

P6: I'm good, I'm good. Thank you. How are you?

Rebecca: Pretty good. Enjoying some more sunshine now that it's getting warmer.

P6: Where are you with sunshine? It's really cloudy and bad here.

Rebecca: Oh, really? I'm not too far away. I'm in Prague, Czech Republic.

P6: Oh, okay. How is Czech Republic doing? I know the Czech Republic has a lot of natural disasters recently, the floodings and the earthquakes, and then the COVID was everywhere anyway, but I'm aware of a couple of quakes, which has actually damaged a lot of buildings and offices in the city center. Actually, the reason I'm saying, because I actually have worked with them on a project. We got some parts and partners from Croatia and they will be struggling for office because of the recent earthquakes and stuff. So, yeah.

Rebecca: Wow. Well, I, I haven't noticed any, so maybe it hasn't been in the area where I am, but yeah, it seems okay. COVID is getting better, you know? Yeah. Well…

P6: So what are we talking about today? Remind me, we're talking about today because they, some of them, the calls come through and I just, just remind us, they all so we both know if you're in the right, if I'm the right person. So remind me of the conversation about.

Rebecca: Right. So my name is Rebecca Vaughan and I am a researcher at a company called Avast. So I'll be walking you through today's session. And I have some info that I'll read through just to start out and make sure I don't forget anything, including a quick view of what we'll do today. We're showing people three prototypes of an app that we're working on currently and watching how they engage with them to learn how, how, which one works best and why.

P6: Okay, yep. Understandable, yup.

Rebecca: And so just to be clear about our intentions, we're not testing you or your technical technical abilities at all. The goal is just to learn how we can improve our app. So if there's something unclear to you, that's really valuable feedback for us. And likewise, if something stands out as positive, I'd love to hear your thoughts about that too.

P6: Okay, cool.

Rebecca: Does that sound okay?

P6: Yeah, definitely.

Rebecca: Okay. So if you have any questions while we're looking through the apps, feel free to ask, but with that being said, I may not be able to answer all your questions.

P6: I understand you from research, not from technical <inaudible>. Yeah, no, that's understandable, yeah.

Rebecca: Right. Okay. So, so yeah, at the end of the session, if there's still something that you want to know, I'd be happy to try and answer all your questions then.

P6: Sure.

Rebecca: Okay. Do you have any questions so far?

P6: No, no. Fire away. I think we can start, yeah.

Rebecca: Okay. Just a couple more things we did ask for permission to record the session just for internal purposes. That's mainly so I can focus on our conversation here and now, and then later I can watch it back to take notes and gather more insights.

P6: Yeah, that's fine.

Rebecca: So, okay. We'll never share any of your personal information, like contact information or your name, but we may sure share demographic data just because it's relevant to the context of the product. So do I still have your permission to record?

P6: Yeah, yeah, that's fine. No worries.

Rebecca: Okay, thanks for confirming. And then the last thing I'll just confirm that this interview will be about 60 minutes and then in one week time you'll be paid through the UserTesting platform.

P6: Yeah. That's standard practice there. It's no problem there.

Rebecca: Okay, fantastic. So could you tell me about the last app that you used on your phone?

P6: Last app that I used on my phone. Yeah. In terms of productivity or general or…?

Rebecca: In general

P6: Email? I was just looking through my emails a few minutes ago. Yeah. It's outlook email. I use on an Android handsets. I, I use on that one and yeah. That's yeah. And some, yeah, there's some other apps, the banking apps and stuff that we use all the time, but if you ask me the last, last, last probably was the email, just catching up with my emails.

Rebecca: Okay. Thanks. And are there any messages that the app communicated to you that you remember from these apps that you used?

P6: Oh, okay. Well, I mean the, the, the main thing in terms of productivity is the, the reminder or you call them the push through messages. They are helpful, but if they're not managed properly, that could be pretty annoying. And then you start ignoring them and ignoring some, you might ignore some which were important to you as well. So I think the main I'm trying to say is the push message of when you're using a device, which allows push messages, it makes your life slightly easier because you don't have to log into the app to see what's there if there's an update. Things, the messages screen saying that there is new message, or this is what has happened. So that's, that's the one functionality which helps.

Rebecca: Okay. And what stands out to you about those apps or those messages the most?

P6: Relevance? I think it's the other side of become a back to your question. Your question is about what stands out, stands out as the alerting, it alerts you that there's something has happened. Even if you're playing a game, for example, it alerts it's your turn. So it's alerting would save you time. So that's, it's alert. But in terms of the, the usage, it makes it easy for you to progress with things. For example, if I'm using Microsoft 365, for example, it looks like <inaudible>. If you have, you're using Microsoft, Microsoft share, or one of the apps on my phone, and I'm waiting for one of my colleagues to report back on something or update some notes, something about.. the things is, the message it tells me it's already there. So it, it, that, that, that was helpful.

Rebecca: Okay. So it sounds like it can really make your day at the right time.

P6: Yes. But you what you need to do is in, in apps, you need to make sure you're getting a right kind of alerts. This is very important, and you're not getting too many. You, if, if the app, if the app allows you to set options, which type, what kind of alerts you want to receive, and you can put a timer. If I don't answer at a certain time of received, if my, if one of my colleagues is sleepless and decides to work at midnight, I don't want to receive an alert at half past midnight saying that this piece is now ready. So if the app allows you to set the timing, when you want the, the, the updates to come and whatnot, that would be helpful. And also if you could, if, if there are, if there are sort of options to block some and let… some sort of net actually… that I want to receive only this, this, this type of alert, but not this, this alert. So if you could change those depending on the use, that's helpful. That would be helpful. Sorry.

Rebecca: Okay. So what I'm hearing is the customization aspect of it is just as important as the content of those messages, is that correct?

P6: Yes. The customization in terms of receiving the updates or alerts, so that we call push push messages, they call actually. So the customization would work would be a nice feature.

Rebecca: Right. And specifically the customization in terms of timing so that it's relevant at the time that you received the message, is that correct?

P6: Yes. Timing. And also when you could actually mute all of them, and if you could easily unmute them as well. For example, earlier, once I've instead of deleting or sort of blocking, if I could mute messages, if I'm in, I'm sitting in a meeting, I'd mute them for an hour, for example, and there should be an easy way to get back to it instead of logging in and actually going to settings and changing settings again, if there's an option to mute and unmute alerts probably, one-click a couple of clicks that, that that'll be again, a nice feature to have.

Rebecca: Okay. Okay. Thanks so much for that, that feedback. And next, I would like to show you the first of three prototypes.

P6: Okay.

Rebecca: And what I'll do is share my screen, and then I will give you a remote control so that you can click through the prototypes on your own. So just one moment while I get that ready, I also have a few tasks that I'll ask you to complete if that's okay. And do you have any questions before we get started?

P6: Not at the moment, no. No, I'm fine.

Rebecca: Can you see my screen?

P6: Yeah, I can. Yeah.

Rebecca: And, okay. So let's imagine that you just downloaded this app on your phone. It's called Avast One and…

P6: Is it iPhone based, or an Android? Most…

Rebecca: This one is an iPhone.

P6: iPhone.

Rebecca: Are you familiar with iPhones?

P6: Yeah, I am. Yeah, I'm more keen on Android, but iPhone is fine as well.

Rebecca: Okay. Okay. Well, so what you're seeing here is your smartphone screen and you should already have remote access. So if you want to go ahead and click on this prototype whenever you're ready.

P6: Yep. So I clicked and nothing happened. Yeah, it's opening now. Okay. Avast One. Okay.

Rebecca: And can you help me understand what you see here?

P6: Well, it's giving me first option to *protect my device, connect safety no matter where you are, and safeguarding…* so more to do with the safety of the handset, if I understand correctly.

Rebecca: Okay. And sorry, I forgot to mention, you can also scroll in this screen so you might find…

P6: Oh, well, I can see it's, it's more to do with a safety and a security of the device.

Rebecca: Okay. Okay. Thanks. And without clicking yet, what would you usually do from this point?

P6: This one is now… it depends on the purpose. To be honest with you, the the step before this, where I need to know what this app is? We have not talked about it. So is this app for antivirus and, and security, is it?

Rebecca: It is.

P6: That's fine. So when, when I come here, of course, I will log in if I have an account with Avast alre, already, if not, then I would get started and actually start registering with them. Yes. I think that, that's what

I would do. Either the two options if I I'm already made up my mind to use Avast. So the obvious thing is either register or login.

Rebecca: Okay. And what would you expect to happen when you press that get started button?

P6: Well the get started button I would like to, again, if it's a handset, I would expect to see an option to scan my phone for security reasons and also probably tick boxes or options to make my hand set skill. For example, do I want it to be, I've asked to run in the background all the time. Do I want to run it on…? I'm looking at the antivirus features now, do I want it to run at a particular time of the day? So it does the whole scanning. Do I want it, do I want it to remove all on, sorry all harmful content or alert me on harmful content? So this sort of thing…

Rebecca: Okay, thanks. So if you would just go ahead and continue as you normally would then.

P6: So if I click on, get register, for example…

Rebecca: Okay.

P6: Okay.

Rebecca: And what do you see here on this screen?

P6: Sorry?

Rebecca: What do you see here on this screen?

P6: I can see the VPN options and *Webshield*, and then it goes down to *Breachguard, Webshield...* Okay. It's giving me a lot of options there. Which Avast One offers, so not options, services... I need to set them up one by one. It is slightly, I think it's might be a slight put off here because you have to set up four or five things separately. If they could be done in one click or there could be, could be less to set up, might be helpful. But again, having said that, that's, that's a very generic comment. I have a look at the contents that might, might change my mind actually. So you said VPN separately. Okay. That's fine. *Webshield…* The first one is a *secure connection*, that's VPN. *Device protection* is *Webshield*, *Webshield,* and *personal identity* is a Breachguard, *Breachguard. Tell us your email and we will…* Okay. Well, I understand why they have done four different setups, but probably we could, if they could actually merge some of them. That might make life easier. Having said that, unless we click on each of them and see how, how much of the information I need to add that if it's only one or twos fields or tick boxes or something, then probably it's fine. But it's asked me to do the separate registration, or separate six, seven, eight fields to fill. Then it doesn't make that much sense that way. Okay.

Rebecca: And by that you mean personal data, right?

P6: Personal data or anything. I mean, if I had to repeat something four times, is it a four set up buttons here now. *Breachguard*, *Webshield*, *VPN*, and last one, *Webshield*, *VPN*… sorry, there are three. *VPN, Webshield*, and *Breachguard*… there are three, actually. So if I need to do this, if each of these has got four or five fields or six fields to fill in, that becomes too much.

Rebecca: Okay.

P6: So I'd rather have one registration and takes… once you have done all that. It should automatically say tick for *VPN*, tick for *Breachguard*, and tick for *Webshield*. Instead of doing it this way, if you have one

registration and these things become tick boxes, that might be easy… again, I'm technically, I don't know if that's possible or not for them…

Rebecca: Okay.

P6: …but if I have to, if I have to set up three different, if I have to complete three different setups, but same or similar information, even if not similar information, I have to fill in six, seven, eight fields for each that would be probably a put off for me.

Rebecca: Okay, okay thanks. So next, I'll ask you to complete a task. And before we move on, I just want to emphasize again that I'm not testing you or your technical abilities at all. We're just interested in seeing how you interact with the app. So as much as you can think out loud, and please don't worry about hurting our feelings. We want to hear…

P6: <laughs>

Rebecca: …the good and the bad and everything in between. So…

P6: Okay, no worries.

Rebecca: So from this dashboard screen, how would you set up the VPN if that's what you wanted to do?

P6: Okay. Again I'd click on VPN. And there are now *safe... Stay truly private, connect worry-free, get worldwide content, surf...* So this is all it does, again, so that's my point now. So for VPN, I'm already in one screen. So from the, from the landing page, once I installed it, second screen was for three of those options. And now this is the third screen and have not done anything. That's from, from customer point of view, from click point of view, after downloading on the third screen and haven't done anything or have, so I'm still learning about the product, but I've not used the product yet. So this might a bit of a long journey, but let's look at what happens next, next page. Okay. Now after that it brings the ton of safety and security policy, your a safety policy. So again, that's four clicks now. This is fifth click, and then fifth click has asked me, would you like to add VPN configuration? Okay. If I need to use it, I used, yes. Okay. So now, somehow the VPN is connected. Is not… no first the VPN is paused still, then asked me to click.

Rebecca: And what happened just now if you…?

P6: If I click on connect …*please check your internet…* there's no internet connection in there. Okay. So it brings me to this page here where it gives me the option to connect, says to connect to VPN with a free plan. Now, …*network scanner…* okay, that's fine. Oh, okay. I do use VPNs, so I know how the VPN works, so, which is helpful. At this stage, it's telling me I'm connecting to a free, free plan. Well, where do I learn how much is the paid plan? What happened to the paid plan? What happens once my 500 MB data is finished? It's… not a lot of data. What happens with that? So that information would be helpful. But at this page, this one, what it, all it's telling me is to connect. So it doesn't, it does not ask me to do anything else in terms of choosing the, what location I want to connect. It says at the bottom had actually, who I want to connect with, which country I want to connect, it gives me option there. A free plan is there. I think yeah, at this state I can connect to VPN I can see. I can, I can connect... So from, from registration, no not registration… from downloading to this stage, it has not asked me about my details, my account, or anything. So I've downloaded an app and it has actually connected me to to VPN. But my question is, where is the information? Who they, who do they know who I am? Or are they getting information from my device? Because I've not been asked anything as yet, who I am, my details, my account details, payment details, or anything. So that's a question. Is app picking up that data without my permission?

Rebecca: Okay. Okay. And so would you say that the VPN is working now based on what you see here?

P6: Yeah, it would, yeah, it should work from this here. It says connect and then hopefully when I could click on it, yeah, you can choose a location from the, it says, Sydney, Australia. You can choose... Yeah. That, that, yeah. That should work from here on onwards. Yes.

Rebecca: Okay. And it's… okay. And it's the button that makes you, that lets you know, that it's working or how do you know that it's working exactly?

P6: Well when, when you connect it, again, because I've used VPN. From the top of the, the screen, top right-hand corner where all the other icons are, another icon appears there, which tells you you're connected to the VPN. So of course I can't tell from here, but another icon icon would appear, with probably, we can see there the big lock and the three semi-circles, three cones on them, that should appear next to the network and wifi icons.

Rebecca: Okay. And what about the, the red message that you see there? What, what information did you get from the red message?

P6: Because it's, I'm not connected on, on, on, on this prototype. It tells me, *please check your internet connection* because it's not connected. I assume if it was live that will turn green and say you're connected now. So probably this, this bar would do that as well.

Rebecca: So you, so you're saying that it's because of the prototype?

P6: Yes, it looks like…

Rebecca: …and because it's not a live app?

P6: Yeah.

Rebecca: Okay. And so if you were seeing this on your actual phone, on your actual device and you got this message that asked you to check your internet and try again, what would you do to try and fix that error?

P6: I would go, of course, I'll go to my wifi settings and then look at it's working or not. So I obviously would be look at the wifi setting or the data settings, if there's not live internet connection there.

Rebecca: Okay. And so if you're pretending that this is your, your actual phone screen, would you then try to click connect again after doing that?

P6: Yes, of course. I mean, the once I've checked the, once I've checked the, the wifi or the data connection is live, then of course I'll, I'll retry here. That will be the obvious thing to do.

Rebecca: Okay. So would you proceed as you would on, if this was your real phone?

P6: Sorry, I didn't get that?

Rebecca: Would you proceed on this prototype as if it was your real phone screen?

P6: Yeah. Yeah. Yes I would, yeah. Yeah. So this is how I, yeah… it's connected, but my other question would be every time, when I want to disc, when I want to disconnect the VPN, what is the procedure? Do I need to come back into the app? How many screens I need to scroll through before I come to a disconnect

VPN? I'm not sure. Yeah but that's the question probably developers can look at. It should be one click. The one I'm using now, VPN, it's one click. I scroll down the screen and just disconnect it.

Rebecca: Right, so maybe you could…Yeah. Okay. Thank you. So you said that you would usually press the connect button if you were on your phone. Right?

P6: Yes.

Rebecca: So could we go ahead and press the connect button once again here and see what happens?

P6: Yeah, it is now… says paused, well, like green tick says it's live. I don't know why it says pause. *… when you are on your home netw...* Okay. So if I'm using home wifi or… yeah. Okay. So, okay. I understand why it say… so if I'm use, if I'm using my own internet connection, I don't need a VPN. My own network, actually, home network, says pause. Unless I connect to another network, it will automatically turn it on. So it's auto turned on when you're using a, when, when you're not using your own network. Okay. Is a good feature, actually. Yeah. Okay.

Rebecca: And so would you say that the VPN is working now?

P6: VPN is, I would say is live and it would work as soon as it feels a need. So it's, it's there. They will automatically kick in when the threshold is met, which means when you are out of your own home network. So it will do that.

Rebecca: Okay, okay. Thank you. And you said that you've used something that's similar to this before. What does this remind you of?

P6: Well, I think it, yeah, it's the same concept VPN of course, but I'll, I'll, I'll, I'll, I'll be… the, the, the, what do you call the… the <inaudible> the layout is more or less similar to what I'm using now, but this, this offers more functionality in terms of pausing it automatically and restarting it. So this is a good addition, I would say. It offers a really good feature and automatically you can choose, it automatically chooses if you have a live VPN all the time. It decides when it needs to come in and want it to go out. A helpful feature. Yeah.

Rebecca: And what tells you that it's automatic?

P6: Because I didn't pause it. It automatically say pause there and there's a message there, *it's safe to pause when you are on your home...* Oh sorry, I read it it wrong… no, I think, my fault, sorry, I couldn't read it properly. I thought it was saying the, it has been paused because you're using home network. No, it's not that actually. You have to pause it. *It says it's safe to pause when you are on your home networks and you need maximum…* I can't read it*... maximum speed*. Yeah. Okay. So need maximum speed. The VPN generally, VPN actually reduces the speed. It does impact the speed. No, yeah, I can read it better now, yes. So, sorry, it doesn't do automatic. You have to, it looks like you have to come in. It's pause at the moment. Yeah. But you have to make it live your, yourself. May, maybe a really good feature, if they can build in, but yeah, I read it wrong. Now I can read it. It's advising you to pause it when you're using your home networks.

Rebecca: Okay.

P6: So it's, it's, yeah, it's paused now. If you click on it probably will make it live. So yeah. So *connect*, I click on *connect* now, and then it goes back to the internet connection not live. And it's in paused now. Okay. So it is paused every time you need it, you can basically come and unpause it. That's what it says.

Rebecca: Right, okay.

P6: But again. I would say if I have to come into the app again to unpause it, the one I'm using now at the moment, if I stop it, I can simply, it shows in the, the top, what do you call them… the notification bar. So I simply slide it down, the notifications, and I simply one click. I make it live. Instead of going into my VPN app, I can do it just from the notification thing. So probably if I don't have to come in every time into the app and do three, four screens and do it, it will be better.

Rebecca: Okay. Thanks. And so now from this screen, if you wanted to return to that dashboard, how would you do that?

P6: I'd probably, I think I'd cross, press the cross here. It should take me back to the home screen, the launch one. So let's do that.

Rebecca: Okay, go ahead.

P6: Yep. It has got me there. Yep.

Rebecca: Okay, thank you.

P6: Now, it's paused and, okay… If I click on settings, that will take me back to the same, same screen. Okay. So you can pause or continue from here as well. So that, that's a good feature. Again, it depends. Do I need to log into app every time to unpause it?

Rebecca: Okay. Okay. Thanks.

P6: Okay.

Rebecca: So next I'll show you our second prototype…

P6: Yeah…

Rebecca: …and this one. So I'll just steal the mouse here just for a moment. And this second one should look familiar because it is the… it is a similar but different version of the one that you just saw.

P6: Mhm.

Rebecca: So I'll make it bigger for you here. And you can also scroll, you can scroll both inside the window and outside if you want to get to the bottom of the physical screen.

P6: Oh, okay. Mhm.

Rebecca: So for this one, we'll follow the same steps that we did before. So if you want to go ahead and click on that whenever you're ready. And if you could help me understand what you see here?

P6: Okay. Let me just go back… *Block sketchy emails and sketchy people online, stay private no matter where you are surfing...* Okay. So it looks like they've… those three options have been probably merged into two. So there we had personal safety, the address shielding, and we have VPN, personal identity so, sort of thing. Yeah. There's there, here actually, all three things have been merged into two, which to me it looks a, a better step actually.

Rebecca: Okay.

P6: Okay. Yeah. That's fine. So I can click on *let's do it*?

Rebecca: Is that what you would usually do from here?

P6: Yes, of course. If you, if you agree with that <inaudible> to do. That would be the way.

Rebecca: And what about this screen? What do you see?

P6: This screen is again now same. Okay. Okay. I understand what have they done. They have done the, the screen, one before this. They have actually summarized this information on that screen. To me that really adds to the screen. And I could probably do without that. How many times do you have to scroll through screens? It does matter actually how many times we have to flip the screens. So if all the information already here, the previous page to me, it looks pretty redundant.

Rebecca: Okay.

P6: So we come to this page, anyway, so why do we have another page before that?

Rebecca: Mhm, okay. And once again, if you wanted to set up the VPN from here, what would you do?

P6: Of course I click on *set up*.

Rebecca: Mhm.

P6: So it talks a bit more about the *…stay super private...* No we saw this before as well, didn't we? And then we, again, there's three screens, fourth screen, and then the… *would you...* Okay. And that it comes to the same, same screen, actually. Most of the process is, I don't see any difference between these two.

Rebecca: Okay.

P6: I come again to the same page.

Rebecca: Mhm.

P6: So I don't see a difference on this <inaudible>. It is exactly the same. I did it before. you want me to do that again or…?

Rebecca: Sure. If that's what you usually do. Yeah, go ahead.

P6: Well, yeah, yes of course we would connect from here.

Rebecca: And what happened here?

P6: It will say the internet connection is, there's no live internet connection to start with. And then again, it will, the connection is available. It will pause or it will start depending on the network. And then you can choose the country you want to connect via, and you can *…auto-scan for sketchy stuff and threats…* I think that's all the same as I saw before.

Rebecca: Okay. And what about the message, the red message there that you see? What does that tell you?

P6: Well, *Oh no, a big red bar, please check your internet…* I think the previous message is much more clear actually.

Rebecca: Okay.

P6: Yeah. That was, yeah a bit a bit formal, but that was more clear what the issue is. Instead of saying, *oh no big red bar* and stuff. I think that first one was very clear, *check your internet connection*. It was to the point and probably more clear and better.

Rebecca: Okay. And based on what you see is the VPN working now?

P6: Let me try it again. Yeah. It is now connected and same thing again, it has *pause*. If you click on pause, probably the live connection it will, it will connect because there's no live connection. Yeah. So it's, yeah, it says it's the same, same thing. So when you connect it, it goes to paused and shows you the green tick, which means the connection is available and it could be paused or unpaused.

Rebecca: Okay. And what do you think they mean by connect and pause? What do those two things mean?

P6: Well, I mean, that was very clear. I mean, again, the people… with a VPN connection is… we're using internet and then you're using internet via VPN. And when it's paused, you're not, when, when you're using VPN, it is… you are using internet connection through a different IP. You're not using your IP at that time.

Rebecca: Mhm, okay.

P6: So if it's paused, for example, if, if, if I, if I tried to log onto my bank app and I'm using VPN, it would not allow me because it wants me to be in the UK. So for certain things, either you can have a constant, constantly running VPN or, and then you manually actually disconnect, which I do at the moment to use other apps and then reconnect again, once you are done. So, but the pause means the connection is live but you're not using it. It's the, your, your connection is going through your main your own ISP, rather than your own IP, instead of they nominated or selected VPN IP.

Rebecca: Okay.

P6: And the functionality is quite clear.

Rebecca: Okay, thank you. So then once again, if you wanted to exit the screen to the dashboard, how would you do that?

P6: I'd press the cross right on the top. And that should bring me back to the home screen.

Rebecca: Okay. Thank you. So once again, thanks. And we will move on to our last prototype.

P6: Mhm.

Rebecca: And similarly to the first two, it is a slightly different version of what you just saw. So I'll go ahead and make this bigger for you. And whenever you're ready, we will follow the same directions as before. So you can go ahead and click on this one when you're, when you're ready.

P6: Okay.

Rebecca: So can you help me understand what you see here?

P6: Okay. *…block block, malicious emails and websites, en, encrypt your internet connection.* Okay. Now the messages, again, it's quite clear message actually, it's more simplified than the previous one. It's very clear. It talks about the blocking unwanted emails and unwanted or malicious websites and stuff, and getting a connection encrypted for, for security reasons and safety reasons. And this is very clear and it tells you to stop the process by *start* or by *logging in*. So…

Rebecca: Okay.

P6: While… Okay, well, *log in* I would say it's the… the *start* process would be the registration if you're not already registered with them. And the *log in* would be, if you already have a login details, you might be using it on another device or on your computer or iPad or something. So I see we already have a log in account to use the login details when you *log in*. If not, then you use the *start* button and that's, yeah. So yeah, it's quite clear.

Rebecca: Okay

P6: So shall I click on *start*?

Rebecca: Okay, thanks. Yeah. So if that's what you would do next, then go for it.

P6: Yep.

Rebecca: And what about this screen?

P6: Okay. The screen says, again, setting up the VPN, setting up the *Webshield*, and setting up the *Breachguard*. So settings, should we click on VPN again?

Rebecca: Sure. Yeah.

P6: Okay. Set the VPN again, the same screen before… and *continue*, *accept* terms and conditions, *allow* VPN configuration. Okay. So it's exactly the same page, it's brought us there. We click on… well we can start setting the… we start it… *sorry, the VPN couldn't be turned on. Please try again.* Yes. There's a different message here. Now this message has got its own challenges.

Rebecca: Okay.

P6: It says *the VPN could not be turned on. Please try again.* Now it's a bit confusing because there's the issue with the VPN provider? Is it the issue with the web, with the internet connection? Is in issue with the Avast app? So this leaves a lot of questions open. If as, as, as a common man, I think it will be little, make people, it will confuse people more. What has gone wrong? If it can be identified, it could be one of three, three, or maybe more things I just just mentioned. So if it's, most probably it's the internet connection, so it should say, you know, my wifi is not working or internet connection is not live. Or if it's the issue with the website, with the app itself, so it should actually mention that rather than saying *there's an issue* that would confuse people. So I think the first one was, I'll go back to the first one, that was very clear. But if the, if it says issues with the internet, but while my internet is working, then shouldn't it give the right and proper message? It should give the option there? Or should it say check your… but <inaudible> the first one said, check your internet connection. I think that was very clear. It should, it should say that. But, but my question there is if it's not the internet connection, if it's the, if it's the app itself, then should it give more than one option… should it say the issue is with the, with the app, please restart. A lot of apps do that as well. If, if it can identify what the issue is, then it should give the message other than saying generic message, *sorry, VPN couldn't be turned on*. That that could actually confuse people, what's the reason? And then where do

I look to fix it? I don't know. If, because if the message says what the issue is, and I can look, look to fix it as well.

Rebecca: Mhm. Okay, thanks.

P6: Does that answer your question?

Rebecca: Yeah. Yeah. And if so with this was on your real phone and you actually got a message like this, what would you try to do to fix it?

P6: Well, I probably would look at this and start with internet connection. I'll probably close the app and switch the app again, I will look the location I chose. For example, here it says Sydney, I'll change the location. It might be an issue with them as well. So there could be number of issues, issues here. Probably better to say, sorry, VPN couldn't be turned on and then it lists three things. Check your internet connection, change the location, if otherwise restart the app. So it probably can give better instructions there.

Rebecca: Okay. Thanks. And so what would you do next?

P6: Okay. I would actually set up the, my VPN. We'll go back to the previous screen and set up the remaining two security features. One was the Webshield and the… I think something guard it's called. The, the personal information guard. The, probably I'll set up those one by one. But as I said before, if things could be done, if, if we can do more with less clicks and less registrations, less settings, it would be better. It looks like in this way, I have to go into each of the app, each, not apps, each of the security features separately to set it up.

Rebecca: Mhm, okay.

P6: So if <inaudible> and somehow to, I don't know. Your developers would, would know if that's possible or… I dunno.

Rebecca: Okay. And based on what you see here is the VPN working?

P6: No, it still, still says the VPN couldn't be turned on. I, it clearly tells you it's not working and that green tick is not there, but yeah. So no, it's not working at the moment. No. Okay.

Rebecca: And would you usually try again if you got to this point?

P6: If it's, if, if it says issues, the issue is definitely I'll try again. I mean, yeah, I, I'll try a couple of times to find out what the issue is. I'll probably the process start again and see what's happening. So I will try again, definitely. If I'm using the app, I will do that.

Rebecca: And if you wanted to try again to turn on the VPN from here, what would you do?

P6: Click on the start again, because that's, that's obvious place. And then yeah, when I click on that it goes again to the VPN is paused and it gives the reason why the VPN yeah… *pause VPN when you don't need it to ensure maximum internet speed*. I liked the way they've done it. It's very honest that the VPN would… you might compromise the speed of your internet if you use VPN. So they're, they're very open and honest about it, but at the same time, it might put people off as well. That if I use it, it's gonna impact my internet speed. So why do I use it? Why do I pay money for it? The people who are technically savvy, they will understand the reason and they will probably go for it. But general public who don't understand how VPN works and what goes behind VPN, they will, they might actually generalize saying that, Oh, if I use this, this is going to compromise my internet speed. Let's, let's not use it.

Rebecca: Okay.

P6: So probably it could word it differently, but I, I like the way that they've said it, but again, if from the marketing point of view probably can be worded slightly differently. Sometimes we will have to be politically right on, on things. So probably they could do, they would reword this.

Rebecca: Okay, thanks. So then now if you wanted to exit the screen back to the dashboard, how would you do that?

P6: Well, like I says the, the, the cross there. I'd press the cross. That's the standard thing on apps anyways, so… Now taken me back to the home screen and it allows me to do setting, change settings or simply from here in a live environment when I press pause will go connection is live, and then I can… when I need to pause I'd press the button again, I'll push, or tick the box or whatever it is there… I click on it and it will go pause again. So you can toggle using this button.

Rebecca: Okay, thanks. So now I'll go ahead and stop sharing the screen.

P6: Yeah, sure.

Rebecca: And then I'll just ask you about the prototypes that we looked at today. So if you wanted to describe what a VPN does to a friend, how would you describe it?

P6: The, what VPN does actually, it stops people, intruders mainly to track your IP address and send you a spam, junk emails. So for your own safety and your own security, VPN is a good tool and also if you want to access the country-specific contents, using that country's VPN, you can access that. Yeah. So that's, that's the VPN does mainly, two things.

Rebecca: Okay. Thanks. And looking back at the three prototypes that we saw today, what messages stood out to you the most?

P6: Can you just repeat that for me please? Sorry…

Rebecca: Looking back at the three prototypes that we saw today, which messages stood out to you the most?

P6: Which message, I think it's the… there are three things we, we looked at actually, was the VP, using the VPN, the Webshield, and you personal data protection, or sort of watching out for you on your behalf. If your personal data is compromised somewhere. So the three things this particular app was offering.

Rebecca: And what about the messages that described those, which one of those stood out to you the most, or that you saw today?

P6: Then the second screen was more simplified with actually gave two options, talked about, I think, if I remember correctly, it was to do… the third one. They were very clear about keep your emails safe, keep the unwanted emails or some, some, some of that language around keep, keep, keep, keep those out. And surf the internet safely, the two boxes there on the third screen. They were quite good, actually.

Rebecca: Okay. And which prototype do you remember those from?

P6: I think it was the third one.

Rebecca: The third one.

P6: The third one, yeah.

Rebecca: Okay. And what exactly stood out to you about those messages?

P6: They were quite easy to understand. There was quite no, not much of technical language there. They're quite easy to understand. And they were fairly to the point what it is. And as I said before, as well, when it comes to the issue with the app or with VPN, it needs to say what the issue is instead of saying there's an issue. So that's, that's another thing I would say.

Rebecca: And so you're speaking of the error message now? That you saw in the third one?

P6: Yeah. Just adding to that actually. I was saying that the previous two messages were very clear. And in addition, I just given an example on other material as well, that <inaudible> clear.

Rebecca: Okay. Okay. Thanks. And so you mentioned the third one already. What do you remember from the first two, besides that error message?

P6: The first one was, I think we did not see… can't remember now exactly. Let me try to revisit, I think the first one we, we did… it, it took me straight into the, the screen where VPN and the Webshield and, and the third option was there. So that that took me straight into there and asked me to… instead of doing a bit of explaining what the VPN would do or what the next thing will do, it actually took me straight into those, those three options. But second and third had actually two boxes or two sections of information where they actually explained a bit of explanation was provided. Outside of second and third, I liked the information laid out in the third, I believe, which was more simplified.

Rebecca: More simplified. And what makes you say that it was more simplified?

P6: Well, the use of language, actually. I would say that was a layman language for people to generally understand what it is. It was not more technical. It wasn't technical as compared to other two, but in terms of the wording, if, if I correct, if I correctly remember, the second or third, I think it was the third, which was more simplified.

Rebecca: More simplified. Okay. Okay. Thanks. And so let's see, I remember you saying that that third one was more clear. And would you say that the non-technical language is more clear or what did you mean by that with the third prototype?

P6: Okay. The vast majority of people, 90, 95% people who use the phones, they're not developers. Probably, I think maybe even 5% would be the developers. The very few are developers and they, some, some of them, they actually don't understand the technical language use. So simplified means in layman terms, where we can put more stuff, better it is. So that's where I actually pick, I picked up that there was, language was very simple and it's exactly said what it is. And it's said in a way the person who doesn't understand the terminologies and stuff would understand what this function will do. Okay.

Rebecca: Okay. And can you think of any examples of that, of the, of the layman's terms that you saw today?

P6: Well, I think we just mentioned it, for example, the first one they did the error message, for example, let's talk about that again. I think I said it enough now, but it says, first one said the check your internet connection or your internet connection is not working, something like that. So that, that's very simple. By

saying it's not working that becomes a bit technical, what is not working? I don't know what's not working. So that's what, that's what I mean by simple language.

Rebecca: Okay. Thank you very much.

P6: No problem.

Rebecca: Okay. So we've completed everything that I planned for today's session. I mentioned earlier that I might not be able to answer all your questions while we were looking at the app, but is there anything that you'd like to ask now before we finish?

P6: Yeah. When I look at the other two options. I, again, you've probably done that, but I would like to see this app a bit more simplified. The, the, the few first few screens, if they could be merged together or some, somehow the language could be, be a bit shortened. Other than that, I think I have no comment. It, it looks a good, good… I've used Avast Security on my laptop so I'm aware of the company. I don't have this on my phone actually, I have it only on my laptop, but it sounds a good, a good feature, but I use VPN on my, on my, on my phones anyway.

Rebecca: Okay. Thanks. And do you have any other questions that you wanted to ask?

P6: No I don't. No, no, I don't. Thank you very much for your time.

Rebecca: Okay, yeah, thank you so much for your time.

P6: I hope it was helpful. Was it helpful for you?

Rebecca: Yeah, absolutely. Absolutely. Oops. Sorry about that. Yeah, it was very helpful. So thank you again for your time and for your feedback. I really appreciate it.

P6: Thank you very much. Okay.

Rebecca: I hope you have a lovely day. Bye.

P6: Bye.

Participant 7 – "Jasmine"

Interview with Rebecca S.Vaughan and Participant 7

April 28 2021, 9am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	19	Some college	Full-time student		Less than $19,999	Advanced	Brazil	Portuguese	B2 - Upper intermediate	TCP	3508638D

Rebecca: Hello?

P7: Hi

Rebecca: Can you hear me okay? Can you hear me?

P7: Yes. Can you hear me? I don't know.

Rebecca: Yeah, I can hear you fine. How are you today?

P7: I'm fine, and you?

Rebecca: I'm doing fine. Thanks for asking. So thanks so much for meeting with me today. My name is Rebecca Vaughan And I am a researcher at a company called Avast and I will be walking you through today's session. So I have some info that I'll just read through to start out, to make sure I don't forget anything. And that includes an, a quick overview of what we'll do today. So we're showing people three prototypes of an app that we're currently working on and we're watching how they interact with it, just to learn which one works better for them and why?

P7: Okay.

Rebecca: Just to be clear about our intentions while we're, we're not testing your technical abilities at all, or you, the goal is just to learn how we can improve our app. So if there's something that seems unclear to you, that's really valuable feedback for us. And on the other hand, if there's something that stands out as positive, I would love to hear your thoughts about that too.

P7: Okay

Rebecca: Does that sound okay?

P7: Yeah.

Rebecca: Okay. So if you have any questions while we're looking at the apps, feel free to ask, but with that being said, I may not be able to answer all of your questions because I would want to see how you would interact with it without me here. So at the end of the session today, if there's still something that you would like to know more about, I'm happy to try and answer all of your questions then. Is that all right?

P7: Okay.

Rebecca: Okay. So we did ask for permission to record the session just for internal purposes. And the main reason for that is that it allows me to focus on our conversation now, and then watch it back again later and

to focus more on taking notes and recording your feedback. So we'll never share your personal information, like your name or your contact info with anyone inside or outside the company at any time, but we may share a demographic data like your age and your occupation because it's relevant to our product. So do I still have permission to record?

P7: Yeah, it's okay.

Rebecca: Thanks. And one last thing before I move on, I just want to confirm that this interview will be about 60 minutes total, and you'll be paid through the user testing platform and about one week.

P7: Okay.

Rebecca: Does that sound okay?

P7: Yeah.

Rebecca: Okay. Do you have any questions before we get into it?

P7: Uh, no.

Rebecca: Okay, thanks. So can you tell me about the last app that you use?

P7: The last app that I used actually was an app called to edit free videos and yeah. Videos and photos was in shot. I think so.

Rebecca: Okay. Sorry, go ahead.

P7: No, you can talk.

Rebecca: Are there any messages, like descriptions or error messages that you remember from that app?

P7: No, actually. Okay. I use it to WhatsApp and Instagram and TikTok. Yeah.

Rebecca: And are there any messages from those apps that are memorable to you?

P7: Like some message, like what?

Rebecca: Like, it could be a description of something. If you were looking at your settings or it could be like an error message or a success message?

P7: No, I don't know. I don't remember.

Rebecca: Okay. Thanks. So next I'll show you the first of three prototypes and what I'll do is share my screen and then I'll give you remote control so that you can click through it on your own. And then I have a couple of tasks that I'll ask you to complete if that's okay.

P7: Okay.

Rebecca: Can you see my screen?

P7: Yeah.

Rebecca: Okay. So… Just a second. Okay. So you should have remote access now. So let's say that you just downloaded this app on your phone. It's called Avast One and it's for mobile security. And so what you're looking at here is your smartphone screen.

P7: Okay.

Rebecca: So when you're ready, could you go ahead and click on this prototype?

P7: Yeah. Oh now it's working. Avast One, okay.

Rebecca: And can you help me understand what you see here?

P7: Here is like out of like information that, well, they are **protecting me for like malicious videos and websites and they encrypt your internet connection ensure your data transmitted safely. So that's not visible to any third parties. They protect me for the wifi, the connection, internet connection that I use that I'm using. Monitor your leaked account data and get notified if we detect that your email address has published with other account data online. If I give them my email in some, in some, in some sites, like they would know if the info will be shared with someone that I don't want to. Okay. It's start or login.** Login would be like, if I already have an account and start if I don't have one.

Rebecca: Okay.

P7: **Start. Welcome to Avast One. Secure connection, VPN encrypt your connection to ensure that sensitive data is safely transmitted, unauthorized...** It it's hard to read it. **And work can be conducted remotely.** I can like turn it on or something like that. **Set up the device protection webshield, scan incoming files or code. That's being passed through your network traffic to book and an extensive database of already know viruses and malware and shield you from harm**. I think. So this is like explaining what each thing does and asking if I want to turn it off, something like that. So if I wanted to turn a VPN, I would click **set up**.

Rebecca: Okay.

P7: And he we have like secure connection is what it does **encrypt your data across network, safe data transmission prevent…** blah, blah, blah, **uncompromised browsing speed, various locations, options provide equal browsing speed to your current connections, remote and foreign access work remotely and access**. It's a technically a VPN. So I just keep it going.

Rebecca: Okay. Sure.

P7: This is the privacy policy that nobody reads <laughs>.

Rebecca: Uh huh, okay.

P7: **Accept… Would like to edit VPN configurations and network activity on iPhone, maybe filtered or monitored when using VPN**. Yeah. **Allow**, if I don't allow it will not work. **VPN disabled your connection is vulnerable**. So if I want to get a start to work, I'll use a **start**.

Rebecca: Okay. And if you wait before clicking just a moment. What happened here?

P7: I gave access to the app to use configurations so They can put a VPN on my cell phone and I can start it when I want to use it.

Rebecca: And what about this big red bar here. What happened?

P7: What about what?

Rebecca: The big red bar that showed up on the app? What happened?

P7: They couldn't turn on the, the VPN. So I, now I will read why. Okay.

Rebecca: And how would you try to solve that problem?

P7: I'm not sure. Like location networks can a lists can ever connect to networks. They show I'm here with the location to know click, to see what it does.

Rebecca: Okay. So in this case that part's not clickable, but in real life…

P7: Yeah.

Rebecca: Okay.

P7: So I'll click start again. I don't know. Wow..

Rebecca: Okay.

P7: It's working

Rebecca: Would you say that the VPN is working now?

P7: Yeah. **Your internet connection is secure and your IP address is hidden**. Now it's working. So if I want to stop, just come here and pause VPN.

Rebecca: Okay.

P7: Then if I want to turn off I click there again, I don't know what this is working is happening.

Rebecca: Sorry.

P7: It doesn't work in the first click. It doesn't work, but in the second it does.

Rebecca: Okay. I guess in real life, it would be like an error on your, on your phone. So you would have to try and solve it somehow, right?

P7: Yeah. Sorry. Can you, can you say it again?

Rebecca: Well, since this is a prototype, it's meant to be like real life, you know? So like on real– in real life, if you would get that error on your phone, you would maybe try to solve it before you could continue.

P7: Yeah.

Rebecca: But of course, on the prototype, that's just one extra click.

P7: So…

Rebecca: Have you seen anything similar to this before?

P7: Actually I've never used VPN to a particular things on my cell phone. Yeah. I dunno how the word is out. The others apps of VPN, but yeah, I think so this is like more easy to do.

Rebecca: Okay. And if you wanted to return to the dashboard from here, how would you do that?

P7: I will click on the X.

Rebecca: Thanks. So, so thank you for that feedback. Next. I will show you our second prototype and it may look familiar to you because it's a similar version of the one that you just saw with just some differences. So we'll follow the same steps that we did for the first one. And, and you can click on this whenever you're ready.

P7: Click to start prototype. I see the same things. Like information **get started** is different. The one is **start** and this is **get started**.

Rebecca: Okay.

P7: I think so. It's like, I dunno. It's more like with like you're talking with someone. I don't know. It seems like easier to understand.

Rebecca: Okay. And…

P7: **Hey there, welcome to Avast One**. And what?

Rebecca: What do you see here on the screen?

P7: The same thing **set up** it's equal though with the other one actually, I, I'm not sure if this was here, on the other one.

Rebecca: Okay.

P7: I go to the VPN now.

Rebecca: Sure.

P7: **Set up**. Information about what will happen. **Whether you are watching cat videos or checking your bank accounts, your connection safe when you use it VPN. Hide what you do online from providers, advertisers, and the rest of the word. Get worldwide connection…** it's different, the information, **connect worry free. No matter where your WiFi is from, don't have to worry about spying strangers, get worldwide content. You have an all access pass to news and videos from anywhere in the world. Surf just as fast, choose from many servers and browse with the same speed...** This is like more funny, like more interactive…Next… Privacy policy…Allow…Okay.

P7: Yeah. **Your connection isn't secure right now.** It's equal the other one. **Make sure you connected when you're working with se…** something **…info like banking. or, when you're using public networks… Connect**, **please check...**

Rebecca: And what happened now?

P7: **Please check your internet connection and try again**. I'm not connected to internet. So they say what's happening. And the other one, it didn't say what is what happened and just say that was having an error and doesn't say what. And here it says that was the internet connection. So I **connect** click here again and it will work. **It's safe to pause when you're on your home networks and you need maximum speed**, they like, they give like advice of where to use it or not. Yeah.

Rebecca: Okay. Thanks. And based on what you see here is it working now?

P7: Yeah. It's with this thing here and the green check.

Rebecca: Okay. Thanks. And now if you wanted to go back to that dashboard again, how would you do that?

P7: I'll do the X.

Rebecca: Okay. Thanks. Okay. And so now we'll move on to the last prototype. Once again, it's a similar version of the ones that you just saw, but a little bit different. So we'll follow the same tasks as before.

P7: Okay.

Rebecca: And you can click on this one too. Whenever you're ready.

P7: **Click to start… Block sketchy emails and sketchy people online. We'll be your ride or die tool for all your digital safety needs. Stay private no matter where you're surfing, keep your own life for your eyes only for all our sakes. Find out as soon as possible if you're in for his leaked. If your info is anywhere, it shouldn't be we'll let you know, in a flash.** It's like shorter, the sentences and uses like as, **ASAP** is like, I forgot the word, a word, a phrase… but yeah. This…

Rebecca: Uh huh, okay.

P7: Like mo… modern language…

Rebecca: Modern language, is that what you said? Okay.

P7: Yeah.

Rebecca: Cool.

P7: Here **let's do this**, the other one was **get started**, and the first one was **start**. **Let's do this**. **Hiya friend. Welcome to Avast One VPN. Keep your online identity identity… dis… disguised… disguised…** I don't know… **so your info is safe too…** I can't see.

Rebecca: You can't see? Should I make it bigger?

P7: Yeah. It would be better.

Rebecca: Okay. Just one second. Is that better?

P7: Yeah. **Keep your online identity disguised so your info is safe fo… fo sho. Your browsing history and bank account info will say equally private. Webshield. It's Sketchballs on the internet won't stand a chance, we'll protect you from deceptive internet stuff everywhere, like emails, links, and sites. Breachguard. Tell us your emails, your emails, and we'll keep an eye on the internet. We'll**

keep you posted. If we find your info anywhere it shouldn't be. Yeah, here they give more like examples of what they can do.

Rebecca: Okay.

P7: So **VPN set up… Be a master of disguise. When you connected, you can browse like you're anywhere in the world and stay safer too. Stay super private. You can send and receive private info while totally hidden from spies and bad guys. Don't fret about pubic WiFi. Connect and browse anywhere while, while… while still under the radar from all internet strangers. Binge-watch worldwide, it's like digital teleporting. You can watch the news and videos from anywhere in the world. Browse fast as heck. Choose from a bunch of different servers and get the speed you need…** Next…Accept…Privacy policy… **Allow… Your connection isn't secure right now. Def connect when working with sensitive info like banking or when using public networks.** Okay. So… **Connect. Oh no, a big red bar. Please check your internet and try again**… it is funny.<laughs> **Connect** again. **It's safe to pause when you're on your home networks and you need maximum speed.** Okay.

Rebecca: So based on what you see here is this one working now?

P7: Is what? Sorry. Sorry. You cut to like, I didn't…

Rebecca: Oh sorry. Is it working based on what you see?

P7: Yeah. It's with the, the, the green check here and say it's connected.

Rebecca: Okay.

P7: **Browse… Browse away...** Okay. <laughs>

Rebecca: Okay. And once again, if you wanted to exit this page and go to the dashboard, what would you do?

P7: Click the X.

Rebecca: Okay, thanks. So next I will… sorry, my cat… I'll stop sharing my screen. And I'll just ask you about the prototypes that we saw today.

P7: Okay.

Rebecca: So let's say that you wanted to tell a friend about this app. How would you describe it to them?

P7: An app that I can have a security while I'm on the internet and where I can be sure that my data is not being shared is the most ones that I remember and what… what I would say.

Rebecca: Okay. Thanks. And what about the VPN specifically? How would you describe the VPN feature to a friend?

P7: I can use it is like easier than the other apps. So I will really like tell the people that it's better when they asked me and it's like communicative. Like it has a language that it's easy to understand and it's easier. Like you can just click there and you will be in a VPN, in a VPN.

Rebecca: Okay. And you said that it's easier than other apps. What makes it easier?

P7: It can, you can just click there. You don't need like some apps that I saw, you need to do a whole thing to, to use a VPN. So with this, you can just click and you are connected.

Rebecca: Okay. Thanks. And so looking back at the three different prototypes that we saw today, what messages stood out to you?

P7: Like the message that I've <retired with>? Like the third one, when I started that, Oh my God. The third on has like, **heya friends** like a more, I forgot. I really forgot. The word is a modern way to talk. Like when you're on the internet, when we're texting someone, the second one was like the thing of the internet, when the red block that in the first one that isn't, wasn't explain what happened. And then this one happened. On the third one that is too but, the second one is more direct. The third one has like a phrase like, Hey, you can not connect and things like that. The first one I can't really, I can't remember.

Rebecca: Okay. Okay. Thanks. And you said that it is… about the third one. You said that the third one used more modern language. Could you tell me what you mean by that?

P7: Like language that like things I would say, like when we're in internet… internet talk with other people or like young people use this language more like to write faster and things like that.

Rebecca: Okay, thanks. And about the second one, you said that it was more direct. What do you mean by that?

P7: Like you say, it's on the red block. It has like, it's not working. Your Internet's not working, it's like direct. With the third one comparing... I dunno if there's a word comparing with the third one.. the third one is, like more "heya!" like, like a friend talk. It's not working it's just blank in my mind, sorry.

Rebecca: Yeah, no worries. It's okay. So I also, you remember… I also remember that you pointed out examples in some of the message. Could you tell me why you noticed the examples?

P7: Because it's, when you read it like the first one is more formal, like more formal, the second one it's m… middle term and the third one's like more extroverted, I'm not sure.

Rebecca: Okay.

P7: The examples is easy because like, when you have like a more friendly talk of friendly text, it's easy to grab attention of someone for reading. It's easier for reading than the formal one.

Rebecca: And why do you think that is?

P7: I think so. It's because we are really like used to, to this language. We're not like used it to formal language, more, we use more informal language.

Rebecca: Okay. Okay. Thanks. And so can you think of, and show me, like in an incognito window or something like an app or website that you use regularly that you enjoy the way that they communicate, can you think of an app or a site?

P7: Uh, TikTok.

Rebecca: TikTok? Okay. Would you be willing to like open TikTok's website in an incognito window? So it doesn't have your private info there…

P7: Okay. I don't have <inaudible>…

Rebecca: Okay. Well, just to make sure that your information is protected, maybe you can just tell me about what stands out to you about their communication style?

P7: Like it's a lot of videos actually has a lot of, subjects that would talk about the, like, we'll have a variety of a lot of things. Like music, dance, just, people make fun and having fun and yeah. And we have like starting to people use it, like to, to, to share knowledge and it grabs everything.

Rebecca: Okay. And do you make TikTok videos yourself?

P7: No. <laughs>

Rebecca: Okay.

P7: I don't think, like I'm not used to it.

Rebecca: Okay. What about like the, the messages or the descriptions that are inside the app? Does do any of those stand out to you?

P7: No, I can't. I can't remember right now...

Rebecca: Yeah. And what about other websites? Are there any websites that you use regularly that you remember the, like the words that are there on the page?

P7: Let me see. I like, I use this Gmail and I… Gmail and Google sheets. It's the most of other websites that I use because it's like what, what I use to work and study.

Rebecca: Okay. So, yeah. Sorry, go ahead.

P7: No, you can talk.

Rebecca: I was just going to ask, like, what you remember about those sites, about the way they communicate?

P7: Gmail. He has like a block, like a gray block that it appears at the end, on the top of the page, something like that. And it has like the message that you want. Like, you cannot, the, your email doesn't want to send or something like that.

Rebecca: Okay.

P7: And the Google sheets that I remember, they use like a yellow or orange block, something like that. And is the top of the page most of the times.

Rebecca: Okay. So what, so what I'm hearing is that it's the like error messages, the ones that tell you when you can't continue….

P7: Yeah.

Rebecca: …that you remember the most?

P7: Yeah.

Rebecca: And do you get frustrated when you see messages like that?

P7: Sometimes because sometimes it doesn't work, you do everything and doesn't work.

Rebecca: Okay. And what about those messages like kind of help you move forward or like, you know?

P7: Yeah. Like they give like a message, like your problem is that most of the times, but sometimes it doesn't. So how, like, I have no clue what I have to do to this work.

Rebecca: Right. Okay. Okay. And what about things like, do you remember, like setting up your accounts or anything where the messages helped you accomplish your goal?

P7: What, sorry?

Rebecca: Like, when you are trying to do something, can you think of a time where those messages helped you?

P7: Like, when I sent, I sent her that email, so it doesn't send it because I put the wrong address that I should. So they did it, like, does address doesn't exist. So I have like to change it or it doesn't... We couldn't send it because it doesn't exist. We couldn't try to was like easy you have...

Rebecca: Okay. Okay. Thanks. And what about like any other sites that you use regularly besides Gmail? Can you think of any?

P7: Right now no, because like, I use, like to see some things that I'm interested, like LinkedIn and yeah, LinkedIn is the most one that I use after Gmail and Google sheets.

Rebecca: Can you, would you be willing to open that site in like an incognito window?

P7: Yeah. Like I share my screen to you?

Rebecca: Yeah, that would be great. Thanks.

P7: So here I have like, LinkedIn here is on the top of the page. This is my profile. Okay. Here is the fee…

Rebecca: Huh? Okay. So what is your native language?

P7: Portuguese. Brazilian Portuguese.

Rebecca: Okay. And do you use any of these social media sites in English?

P7: Yeah. I use it on my smartphone because my smartphone sets it in English 'cause I put it, but sometimes I change it here. Like my profile here is English and Portuguese. I have <inaudible> so I can change it here.

Rebecca: Okay.

P7: But I can change it here. I think. So it's easier like configurations… <inaudible>… here, English. So I can come back here and it will be in English.

Rebecca: Okay. And are there any messages here that stand out to you?

P7: Here's like news about COVID-19. Courses… viewed courses that it can use. Like I can have it. Here, this thing here is like adverse… advertisement. Yeah. There's the most things that I can see right now.

Rebecca: Okay. And what about like the way that the app communicates with you? Or is there anything here that stands out to you as easy to understand, or…

P7: Here I can post a photo, here I can post a video, here do like remember something to remember me of an event and I can call people and I can write an article is like easier and direct.

Rebecca: Okay. So what I'm hearing is like the, the buttons, like the action buttons are important because they clearly like state what they do, right?

P7: Exactly. Like to start a post I can just click here and I will write. Here, grab a photo or like a video or something like this.

Rebecca: Okay. Okay. Thanks. And what do you usually like to do on LinkedIn?

P7: I just go on my screen and I go like reading the posts and see what's happening. I read a post and then just like it here.

Rebecca: Okay.

P7: And it's, this is something that is real interesting because when you use story, it is like just a like but when you let your, your mouse here, your cursor, you have like more things like celebrate, support, love, insightful, curious...

Rebecca: Okay. Thanks. And do you remember when you first made a LinkedIn profile?

P7: Yeah, I remember. It was like really hard to begin understand how it worked. What's really interesting like, I didn't know what, what things were what age things happen. Like here I can see jobs, you can search jobs, but I was really like, how do we do that? And like, I can search here like, I don't know, this thing is here already. Okay. I'm here so I can apply. But if I click here to apply, you will go to another site because there's no application by LinkedIn just have like, or another website to go to.

Rebecca: Okay. And you said when you first created your profile, it was confusing or difficult for you? Why? Why was that?

P7: Because I didn't know what to do, what to, how to put things, to edit like about, about me, what would I do about me? What am I supposed to talk here? Experience, education... Where can I put it in education? Licenses and certifications... Why can I put the volunteer, skills. Okay. I can like take skill quiz, but it's an English. I don't have the, like in my native language, like 14 years, I have a lot of things. So it's like really, when you start to understand how it works is it's your mind just blow

Rebecca: Your mind blows… Why do you, what do you mean by that?

P7: Like you, you, you started to understand how it works and you, you just, Oh, was that easy and then… did it get in the didn't know you and then did it know it?

Rebecca: Okay. So what I'm hearing is like, it was a lot of things to do when you first started, but then once you started, it became easier.

P7: Yeah, that's it.

Rebecca: Okay. And what became easier about it? Just choosing, was it choosing the information that you wanted to put there or was it understanding the, the site itself?

P7: Understand the site itself. Like, I didn't know the, when I use it, like in my feed, doesn't appear only thing, only posts of people that it's in my network. These things I like people in my network, like it, or share of more people, like friend of friend of my, of the people that's in my network is like, it's different. It's like, it's like on Facebook, but with a higher network. I dunno how to explain.

Rebecca: Okay. Yeah. Okay. Thanks. And is there anything else, like from the prototypes that you saw today that reminds you of the way that LinkedIn communicates?

P7: I think that this one, like LinkedIn has like this same language, the same way to communicate like, it's a mix of the second one. And the first one, it has like a formal communication and like middle <terms>.

Rebecca: Okay. And what makes you say that about LinkedIn? How does it remind you of them?

P7: Like, because LinkedIn it's a social media to work, so people talk in a formal language because it will be like open to the employers to just see. But the way that the LinkedIn like works like this here is not like so formal. It's like more informal, so it's a middle term.

Rebecca: Okay. Okay. Thanks. And can you think of any other examples on LinkedIn that are either formal or informal the way you described these, these reactions?

P7: Actually, no.

Rebecca: Okay. Okay. Thanks. And so then what if you open LinkedIn and like an incognito window. So it's like, you didn't have a profile. Could you do that for me? And then show me…

P7: Yeah. It's in Portuguese. I can see if I can put it in English. I'm not sure. It's really small, these things here.

Rebecca: Yeah.

P7: Join colleagues, classmates and friends on LinkedIn. Get started. I have to put my email here or password, <inaudible>, but I need to put it. I don't have another email to put in here.

Rebecca: Yeah, no, it's okay. You shouldn't enter your email. Okay.

P7: Or I can go on Google… It's easier. Like I can just click here and you connect.

Rebecca: Okay. And what about the messages that you see on the screen here? Are all these… how would you describe these messages?

P7: Easy to, to understand like email or phone number. So I here, I can put like email or phone number. An email or my number, password six or more characters I can put like only numbers, or words, or a mix of them because it doesn't…, it doesn't have a specific.. a specific… Yeah. I agree with here. I see that, like, I can read it like the user agreement or privacy policy, but I don't need to do a check on a box or like, like, in other websites, the ask here. And when I click here, I agree to join everything. I think so that when you put like a join with Google, join with Facebook, join with like other social media. I think so it's easy because it gets faster to people for they connect and I use most of times, like almost the websites and apps that I use.

Rebecca: Okay. And so would you say that like a faster process makes it seem easier to you?

P7: Yeah. Like I can just click, join with Google and then I will not have to do all the profile things and stuff.

Rebecca: Okay. Okay. Thanks. And if you go back one page to that, like entrance page. What about the messages here on the screen? And would you say these are also easy to understand?

P7: Yeah, it's easy.

Rebecca: Okay. And what's easy to understand about these?

P7: If I come in, in the social media, I can get connect with my colleagues, classmates, and friends all here on LinkedIn.

Rebecca: Okay, and if you scroll down, I think there maybe is more…

P7: Actually, if I scroll up. Oh, great. That's the start. That's the top of the page. Welcome to your professional community. **Search for a job. Find a person you know, learn a new skill**, so I can get down. **Find the open jobs and internships, suggested searches. I can like engineering or finance, operation markets, show more.** I can see all the suggested searches. I can see that he **find open jobs and internships** with this social media. **I can find open jobs, open jobs and internships, post your job and find the people you need**. I can do a post about what I do. Something like that, **let the right people know you're open to work with the open to work.** I have like a, a future that I can use that will get easily to people that are searching for someone to work, to find me.

Rebecca: Okay.

P7: **Conversations today could lead to opportunity tomorrow, sending message to people you know, it's a great way to strengthen relationships as you take the next step in your career.** I can get more closer to people who I can be friends like, or have a relationship. **Stay up to date on industry from life videos to stories to newsletter, and more. LinkedIn is full of ways to stay up to date on the latest, discussions in your industry.** I didn't know. Oh, I can do I live something like that? I didn't know about that. **Connect with people who can help, learn the skills that can help you now, you now**. And then I can see that there are courses to, to, so I can get them and get more, have new skills. There is video… **let's step forward, with our communities by your side, there is no telling where our next small steps could lead.** <inaudible> It's just talking about the social media and **join your colleagues** here, I had things, the language things is like really, really, really in the bottom of the page. So it's like really difficult to see if I wanted to change it.

Rebecca: Okay. Yeah. And how do you feel about that?

P7: I think so. It could be like the place that be here. It could be like here up like somewhere here and this could be like freezed, like it go down with the page.

Rebecca: Okay. Okay. Thanks. And is there any, are there any words or descriptions that stand out to you from this page that you just read?

P7: No.

Rebecca: No?

P7: No.

Rebecca: Okay. Okay. Thanks. And why do you think that there aren't any that stand out to you?

P7: I dunno if there's because I already have a account there, but like I already knew these things. I just don't know about the, the live thing, but like, it's really interesting, that the, like all the information that what we can find on the app on the, on the social media, when we look again and through our account, like I can find jobs like engineering. I can see like the, the, the open jobs that have, even if I'm, even if I don't have a account here. So I guess if something new where grabbed my attention or not.

Rebecca: Okay. Okay. Thanks. So thank you again for all your feedback today, we completed everything that I wanted to, that I had planned for our session today. And I mentioned at the beginning that I may not be able to answer all your questions while you were going through the apps. But if there's anything that you would like to know more about now, I can, I'm happy to try and answer this question. So do you have any questions for me before we end today?

P7: We'll like the, the, the, of us won't like, have something like to change the language or something like this?

Rebecca: You mean to change the language to Portuguese?

P7: Yeah. Like another language or teeny tiny problem.

Rebecca: I think so. Yeah. Usually it takes more time. Like we write everything in English first and then, because it's like a lot of our audiences in America and we also have worldwide audience, but after we write all of the English stuff, then we send it to get translated. So it just takes more time, but we almost always have like other languages available.

P7: So that's it. No more questions.

Rebecca: Okay. Well, Thank you again one more time. I really appreciate all your feedback today and thank you for taking the time to meet with me. So I hope you have a great day.

P7: Thank you, you too Rebecca.

Rebecca: Bye.

Participant 8 – "Felix"

Interview with Rebecca S.Vaughan and Participant 8

April 28 2021, 11am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	29	Bachelor's degree	Full-time student		Less than $19,999	Average	Portugal	Portuguese	B2 - Upper intermediate	CTP	3508638B

Rebecca: Hello?

P8: Hello

Rebecca: Can you hear me?

P8: Yes, yes. Can you hear me well?

Rebecca: How are you today?

P8: Yeah I'm very…very good. What about you?

Rebecca: I'm doing fine. Thanks for asking. My name is Rebecca Vaughan and I'll be leading you through the session today. And I work, I'm a researcher at a company called Avast. So I have some info that I'll quickly read through just to make sure I don't forget anything, including a quick overview of what the session is about. So we're showing people three prototypes of an app that we're currently working on and we're watching how they engage with them to learn which one works better for them and why. Just to be clear about our intentions, we're not testing you or your technical abilities at all. So the goal here is just to learn how we can improve the app. So if there's something that's unclear to you, that's really valuable feedback for us. And on the other hand, if there's something that stands out as positive, I'd also love to hear your thoughts about that. Does that sound okay?

P8: Yes. Yes. What's the name of the app? You said…

Rebecca: Avast One. The name of the company is Avast and we, we're testing an app called Avast One.

P8: Okay. Does it has something to do with the antivirus?

Rebecca: Yeah, it's a cyber security app.

P8: Okay.

Rebecca: So if you have any questions, while we're looking at the apps today, feel free to ask, but with that being said, I may not be able to answer your questions because I'd like to see what you would do without me here. So at the end of the session today, if there's anything that you'd like to know more about, I'm happy to try and answer all of your questions then. Okay. Does that sound okay?

P8: Yes, yes, that's fine.

Rebecca: Any questions so far?

P8: No, no. Let's go.

Rebecca: Okay. Just a couple more things we did ask for permission to record the session for internal purposes. So the reason for that is that it allows me to focus on our conversation now, and then I can watch the recording back later to take notes and record your feedback. So I'll never share your personal information, like your name or contact info with anyone inside or outside the company at any point, but we may share demographic data like your age or occupation, because it's relevant to the context of the product. So do I still have your permission to record the session?

P8: Yes. Yes. No problem.

Rebecca: Okay. Thanks for confirming. And then the last thing is that I just want to confirm that this interview will be about 60 minutes of your time and you'll be paid through the UserTesting platform in about one week. Sound good?

P8: Yes. Yes. I'm, I'm used to it now. I started in UserTesting a couple of months ago, so I'm fairly, fairly used to it now.

Rebecca: Okay. Thanks. So let's get started. Could you tell me about the last app that you used on your phone?

P8: WhatsApp.

Rebecca: WhatsApp?

P8: Yes.

Rebecca: Okay. And aside from the messages that you received from other people, are there any messages like descriptions or errors or info that you remember from that app?

P8: Sorry, errors? Or could you repeat the question please?

Rebecca: Yeah, sure. Are there any messages, like communication from the app to you that you remember? It could be descriptions of a feature, it could be an error message or just some info that the app wanted to communicate to you?

P8: You mean in WhatsApp?

Rebecca: Mhm.

P8: Yes. No, I don't. I don't think so. I think WhatsApp is very silent about, I think the last, the last time. Okay. When it does those weekly backups, it's it, it shows a notification. So I think that's it. So, but that's my choosing, I choose to do weekly backups, so I think that's it. Okay.

Rebecca: So you get a notification when the backup is successful. Is that correct?

P8: No, during the backup and usually it's at night, so I'm, I'm usually not awake, but when I do it's it shows a progress bar when, when it's doing it.

Rebecca: Okay.

P8: But since it's weekly, it's not really that it's, it's pretty fast, but it, it stays there for two to three minutes maybe.

Rebecca: Okay. And is it just the progress bar or is there a message that goes with it?

P8: It, it, it, it shows something like **WhatsApp is backing up your data** or something like that. And then the progress bar, and then I can dismiss it or usually I just leave it there, but usually I don't, I'm not awake. So maybe once in a while I see it.

Rebecca: Okay. And what stands out to you about that message?

P8: The progress bar is the things that, the things that stands out more.

Rebecca: Okay. So what I'm hearing is that, like, the information that it's communicating is, is the only thing that really stands out about it.

P8: Yes. Yes. It's, it's only, it's the only thing that stands out… I usually prefer to turn off notifications that are not relevant.

Rebecca: Okay.

P8: I do it manually. I go to the apps and just ignore notifications that are not relevant to me.

Rebecca: Okay. And can you tell me what you mean by relevant?

P8: For example, if I install a game and it reminds me go, go check out your weekly coins or something like that. I usually, I don't, I don't like those kinds of notifications. So I removed the permission from my phone, from the app to put a notification to my, to me, to show me a notification, only things like, for example, I ride a motorcycle. So I like Google to inform me when it's going to rain. I usually go search for it, but I like it when it's, it shows me, or if my, I have notifications for about my UI, that tells me if my, if there's an app that's consuming too much energy. I like those, those notifications. So notifications that are useful that have real use for me. I usually leave them on or some chat app. Those are essential.

Rebecca: Yeah. Okay. Thanks. Thanks for that info. So my understanding is that anything that kind of gives you information that you can use in that moment is something that you would leave on, right?

P8: Yes. Yes. In that moment? Yes. Yes. But for example, not always in that moment, but one other notification that I usually turn on, I invest in cryptocurrency and I have Revolut. I don't know if… it's a banking app and it allows me to, to purchase cryptocurrency. So if, if there is a… a fluctuation in the currency I invested in, I would like to know. And even I would not act on it, but I, I want to be informed about it.

Rebecca: Okay. Okay. Thanks. So next I'll show you the first of three prototypes that we're working on and what I'll do is share my screen and then I will give you remote control so that you should be able to click around on your own. So give me just one second and I'll get that ready. Can you see my screen?

P8: Yes.

Rebecca: Okay. And let me just give you control. Okay. So let's imagine that you downloaded this app. It's called Avast One, as I said before, and it's for cybersecurity. So what you're looking at here is your smartphone screen. Do you have any questions before we get started?

P8: Just do you see my mouse moving?

Rebecca: Mhm, yeah.

P8: Okay. I never, I never used another person's screen through Zoom. So I'm just wondering how it works.

Rebecca: Yeah, it seems to be working fine.

P8: Okay.

Rebecca: So yeah, whenever you're ready, you can go ahead and click on this prototype… and can you help me understand what you see here?

P8: Okay. Let me just, okay. So this is probably a notification about what is what's, what's the app for. So, but the, the one thing that jumps to me, it's still the *login* button and the start, the *get started*, this fingerprint image probably shows me that it's, it uses my something a means of authentication for, for, for my data to be saved, but I would, okay. I would just, this is scrollable. Okay. I would just, since I'm not signed up, I will just *get started*.

Rebecca: Okay. And what would you expect to happen when you click that button?

P8: The *get started*. I would probably sign up something since *login* is here and there's no button for sign up. I would expect to sign up kind of signup page for me to enter my email or something like that.

Rebecca: Okay. Okay. Thanks.

P8: Okay. Should I click it now?

Rebecca: Proceed how you normally would?

P8: Okay. Okay. I would just click it.

Rebecca: And what do you see here?

P8: Okay. So this is something about… The first thing… The first thing that jumps to me is the, the *upgrade* button. So it shows me that there's a paid version, probably. So this is the, this is a VPN, something that it's, it's quite useful. I don't use it because I, I know what's what it's for. And I would like to use it sometimes, but not enough so that I would pay for it. For example, watching Netflix in another country or something like that, the *Webshield* is probably something about kind of, of a security layer of my browser and the *Breachguard* just li… I have to read it so… *tell us your emails and we'll keep an eye on the internet*. Okay. Something about, ah, okay. If, if your info is leaked, okay, there's lots of leaks around all in the, in the websites. So it will inform me if, if my info is breached in a site, for example. Okay. So I should, so I usually like to set things up first, so this icon right here draws my attention. So I will, I will click it. It tells me to set it up first.

Rebecca: Yeah this one isn't clickable, unfortunately, but…

P8: I would like to just, I would, I would search for notifications, all of those things…

Rebecca: Okay

P8: …so that I have control over what it will show me. And what data is. Is it reading from me? And also if it has my, my correct information so we can, can act upon it. So my, probably my age or something like that, I dunno if it would protect me better if it had my age, but I mean, in an extreme situation, it probably would. So now I have to click it, this one, because it's, it tells me to. So let's, let's check the VPN. Okay. I've used the VPN before. So let's see, let's check this out. *Whether you're watching cat videos or checking your bank account, your connection is safe when you're using your VPN*. Okay. So, I mean, I won't read this things because I mean, it's, we should read it, but I wouldn't read it if I'm using it normally.

Rebecca: Okay, and why is it that you wouldn't usually read that?

P8: Because it's usually the, those privacy things and asking from telling me what, it's a, let me, how do I say this? It's, It's a very elaborate way of telling me simple things like this one, this, this X it's necessary legally and all of that, but it's, it's like a, it's like reading the manual of a, of a smartphone. When you buy it, you just want to use the smartphone. You don't want to read the manual.

Rebecca: Mhm, okay.

P8: But I think that it tells me to *accept*. So I would be… and also, I know what a VPN does. So it's not, it will probably tell me things that I already know. So I will, so this, this thing I would not, I would, I wouldn't read it because it's that those bureaucracies that we are used to, so *accept* it… Ah, okay, I was expecting this, this thing. So this tells me that this is a, probably a trustworthy app because it's telling the iOS in this case, since this is an iPhone to show me this notification and iOS has to approve that. So this is pro… This is not, the app is not having its own text box to, to show me it has the default secure iOS text box. Also Android should work the same way. So this, I will *allow* it.

Rebecca: Okay

P8: Okay. So this, this is… I'm familiar with, from other VPN apps. You choose a location and you just choose… you just click connect when you want to access the VPN. I have the information about the free plan, like I was mentioning in the beginning. There's the *upgrade* button on the top so we can have more data. I hope this is monthly, but probably not. This is probably totally, not monthly. So when this is going to have to pay it, no, no matter what. I w I usually choose would choose other. So I would usually would go to location and choose a server that is closer to me so that for lags and things like that, or some location that it would suit my needs. For example, if I want to watch Netflix USA, I would change it to USA or something like Germany or something. I'm from Portugal, by the way.

Rebecca: Okay

P8: And this, I would just leave this on because it's on by default. So let's go to *connect*

Rebecca: And what happened here?

P8: Ah okay. *Please check your internet connection and try again*. So it's telling me I don't have internet connection. The first thing I would do is just drop the notification bar. But since this is a app a, an emulation of an app, I don't have access to it. But since I have the icon here, I would assume that either the app… either the smartphone is not allowing the app to access the internet or the wifi itself is just broadcasting the network, but doesn't have internet connection real, so…

Rebecca: Okay. And so what, what, what else would you do to solve that problem?

P8: Probably I would turn on my mobile data if I, if I had plenty, but I have, in my case, I have 5 GB. So it's, it's not the most, but it's not bad. So I would use it all. If I'm watching Netflix 5 GB, it's a couple of hours. So

I would try to use wifi, but I would not know what to do right now. So I see this this X just to go back or see, I would probably go to though that icon that I told you about, about the, the, the little guy in the, in the, I can just to see if my settings were not correctly, or I would just probably change the location, but this is my internet connection. So it's not the, the server's fault. So I wouldn't know what to do. So probably turn this off. It's telling me to connect again.

Rebecca: Assuming that you tried all of those troubleshooting things and then it worked.

P8: Ah, okay.

Rebecca: Yeah. Okay. And so based on what you see here now, is the VPN working?

P8: So use the 500, no half a megabytes for connection. I think that's it. So I would just probably just quit, just go in the home button and, and just use my internet normally.

Rebecca: Okay. And so, based on what you see here, is it working? Is the VPN working?

P8: In my Android smartphone? It usually shows up in the notification bar, a VPN logo. So, and I, in the, in an iPhone, I'm not sure if it really shows up, probably because of the notch in, it will be hidden, but I'm not quite sure how, assuming what I'm looking at. I would assume that it's on, especially because of this pause button.

Rebecca: Okay. Okay. And so, and you said that you have seen or worked with something similar to this before, right.

P8: Yes.

Rebecca: And that's primarily on your Android phone?

P8: Yes. And also in my iPad, my Apple iPad.

Rebecca: Okay. And what does it remind you of? Is it other VPNs?

P8: It's very similar. No, but I'm talking exclusively of the VPN functionality, the antivirus. I never used it. I probably use many years back, but right now I don't use it, but exclusively talking about the VPN, I use opera VPN, and there's another one, which I don't remember. And I used it. So I get, I would get updates sooner to my phone because my phone is like, it's a Realme phone. It's from a, it's a China phone. They, they, how do I say it? The, they start releasing the, the updates in India and those countries first. So if I use a VPN to India, I would get the update first and just would download it and, and just get access to it faster. Just, just for, just for curiosity. Not, not for, not needing actually.

Rebecca: Okay. Okay. Thanks. And so now, if you wanted to exit to that dashboard, how would you do that?

P8: I want to go to the X button probably.

Rebecca: Okay. Okay. Thanks. So next I'll show you the second of the three prototypes. So I'll just steal your mouse just for one moment. And this next one may look familiar to you because it is a similar version of the one that you just saw. So let me just get it ready here. And when you're ready, you can click on this one too.

P8: Okay.

Rebecca: So can you help me understand what you see here?

P8: I think it's the same. I think there was a third one right here. So this is, this is different. So *block malicious emails and websites*. Oh, okay. This is the VPN. but in other terms probably. And *encrypt your internet connection, ensure your data is transmitted safely*. This is for encryption over the websites. Probably. Oh no, this is, Oh, this is for all the data that I'm sending to through the internet is not, is not open it's encrypted. So that ISP is, and other people cannot see it. So this is quite useful, but I would, I would go with the *start* button, assuming it's the same thing. Assuming it's a sign in… the sign up button…

Rebecca: Okay

P8: …but from the last one, I'm assuming it it's not.

Rebecca: Okay. And what makes you think it's different?

P8: I think, I think there was one more, a little square in the other one, but I'm not quite sure, but I don't remember it correctly.

Rebecca: Aha, okay. And so…

P8: VPN was specifically mentioned and not in these gray letters. I think it was really written the one, but I'm not quite sure.

Rebecca: Okay. Okay. Thanks. And so what would you expect to happen when you press *start* here?

P8: I would expect the start to be a kind of a signup, but since the last one, wasn't, I'm assuming it would, it would just guide me through what one of these… it's like a tutorial. It would guide me through what one of these, or maybe B… or maybe both one on one at a time, do what they do and what order, what are the settings that I can change around.

Rebecca: Okay. Okay. Thanks. So if you'd like to continue, as you normally would, you can go ahead.

P8: I'll click *start*.

Rebecca: And what do you see here?

P8: Okay. So that the same *upgrade* button is right here. I would click this one, as I mentioned before, just to configure everything is my preference, but probably I would just set up the, what I would like to set up, which would be the VP… the VPN. But I'm guessing we're probably using this one, but let me check. Oh, it's the VPN again.

Rebecca: Yeah. We'll follow the same steps in all three of these and compare the differences.

P8: Okay. So this, I think it's one of those things I would not read because I know what a VPN is and we'll just continue, but I'm guessing it's the same or very similar. That's the same thing. I would not read this. Okay. Although I should. And th this is the important part. It shows me that it's, it's a somewhat trustworthy app will allow it. It's asking me to, to pass all my data through the VPN. Okay. First thing I would do right here would be change the location. I'm guessing that's not, it's not clickable. Yes. It shows it's. It's still telling me to press *start*. So I would just click it.

Rebecca: And what happened now? Would you like me to make this bigger, by the way,

P8: Yes, just a little.

Rebecca: Let me just steal the mouse here for a second…

P8: Oh yeah, that's better. I think it's the stream. Not the, okay. If I just press F11, I don't think it would solve anything. Oops. Sorry.

Rebecca: That's okay.

P8: I was just getting rid of this thing. No, I think it's but I cannot scroll, ah I can scroll. Okay. That's fine. That's fine. *Sorry. VPN could not be turned on. Please try again*. Okay. It's the same message, but it's telling me a different information from the last one.

Rebecca: Okay.

P8: The last one was telling me it doesn't have, it didn't have internet connection, which I would check my wifi, my data plan, all of that. This one, it's a bit more vague. It doesn't, it doesn't give me as much information as the last one. So I would just it's it's it's telling me to try it again so I will just click it again.

Rebecca: Okay.

P8: Okay. But I, I, that didn't, let me, how do I say this? The last one I'm seeing right here that it's showing me the used instead of the… what's… ah, it's it's ah, it's this is different. Okay. The, the, the thing that I was assuming in the last one that is the monthly or for the entire longevity of the app of my owning of the app, this is different. So I see that I have 2 GB per month, approximately I use 0.5. So this gives me more information than the last one. This is quite useful.

Rebecca: Okay.

P8: The last one was just the remaining, which is it's, it's useful, but I think this is better because it's, it's telling me what I used and telling me what I have. So, especially with this orange bar, it's very easy to make, just to visualize what I have left.

Rebecca: Okay.

P8: And this slash week is very useful because the last one in the last one, I had no information about when was the limits resetted. So this is useful. Everything else I think is the same, but the th the, the, the Rose Rose Rose on the pink, sorry, the pink information. That's telling me that there was a problem. Please try again. Doesn't suggests for me to check my internet connection. It just literally says, try again. And I don't think pressing the same button twice would help anything.

Rebecca: Okay.

P8: I think the other one was more useful, assuming that the message that the, the other one was showing was really related to internet connection.

Rebecca: Okay. Thanks. And so now, based on what you see here, would you say that the VPN is working?

P8: Yes. With this *pause VPN*. Okay. I don't think the other one was, was just *pause* instead of *pause VPN*. I'm not quite sure, but I think it was just *pause*.

Rebecca: Okay.

P8: But I think everything is, this button is the same, so I would just leave this on because it's, it feels, what I read from it is just that it's extra protection. So I would just leave this on my assuming, assuming I want protection.

Rebecca: Okay. Thanks. Okay. And now once again, if you wanted to exit to the dashboard, how would you do that?

P8: I would go to the, to the X.

Rebecca: Okay. Thank you so much for your feedback. So now we will move on to the last prototype and I'll just steal your mouse once again. And would you like me to make this one bigger as well?

P8: I think it's, if I don't, if I don't read something good enough, I just ask because not to have always scrolling, maybe I would miss something because of the scrolling. It's better this way.

Rebecca: Okay. Okay. So then whenever you're ready, you can go ahead and click this one as well.

P8: Okay. Let's just start.

Rebecca: And what do you see here?

P8: Okay. I'm seeing that. Okay. If my memory doesn't fail, the first one had three, the second one had two, and this one has two, but one of them is combined somehow. I'm probably, I'm probably just wondering, but this is more informal. Okay. Yeah. *Block sketchy emails and sketchy people online*. So I would guess this is for a more informal audience, *stay private no matter where you're surfing*. So *keep your online life for your eyes only*. This is more informal, probably just for, and more and more casual audience. And, and the, the button *let's do this* instead of *start* or initiate or something like that. So this is more informal. So personally, I, especially if we're, if we're dealing with a privacy and security application, I would prefer a more formal, still compact, very compact, but yet formal approach because it, it it's a little more, I don't know. I don't know. It's probably, it's probably a social construct, but a formal language would indicate that they're more serious about it.

Rebecca: Okay.

P8: So I would just *let's do this*. Sorry. Okay. *Hiya friend*. This is a bit too is a bit too casual for my test. *Welcome to Avast One*. Okay. I'm guessing the, these little, this little text is a little different too, but I would not read it personally. So I would just click the *set up.* The same thing, I would just click the little icon first, but since I'm the following the prototype. Okay. I would not read this, but I'm just seeing the *stay super private, don't fret about public wifi.* This is the… *binge-watch worldwide*. So this is Netflix oriented, probably. Not Netflix, but those kinds of services. *Browse fast as heck*. That's yeah. That's, that's, that's actually a little funny. So if the, if the, the purpose was to get a smile out of me, it works, but I don't think the, the, the same thing I just said before. So it's too informal for a security for security purposes, purpose. Okay. This, I didn't read the last time, but it's not. I think this, these things are, have to be formal and it doesn't matter the app. So, but I will not read it. I will just *accept* it.

Rebecca: Okay.

P8: This is the fault. So I think it's the same. I will just *allow* it. Okay. *VPN is paused your internet isn't secure right now*. Okay. This… so I think this is different *500 megabytes megabytes per week is free 500*

megabytes left, but I'm not quite sure. I'm not quite sure if the weekly just showed after connection or before connection. So I will just connect it to turn on the VPN.

Rebecca: Okay. And what happened here?

P8: *Oh, no. A big red bar, please check your internet and try again.* Okay. This is a more like the first one, but more casual, more informal. Okay. The, the error message I am of the opinion that an error message can be less formal so that it doesn't alarm the user.

Rebecca: Okay.

P8: So, and let's say in Google Chrome, if something is wrong, it shows a sad face and that oops, something went wrong. It's not at an error four, four, four, or something like that, just to alarm the user. So in this particular case, the, the error message. I agree with the, *Oh no*, not the *big red bar*, that's a little too much, but the *Oh no*, I think it's, it's, it's kind of reassuring that the app knows that it's not a big deal. The error is just expected it instead of just saying error or something like that, that it doesn't really know about. And we have to, to talk to us a technician to, to solve it. It's a little more approachable, but the *big red bar* is a little too much in my thing, but something like, oops, something went wrong or showing a smiley, a sad face or some, I mean, something a little more friendly, but not, not a big, big red bar. It just, I don't know. It doesn't, it doesn't tell me anything. It doesn't add anything. Okay. But I agree with the, well, the informality for errors. Okay. But let's please check your internet connection and try again. So this is, I, I would assume that I had to do something, so I would go to my wifi and check if it's everything okay. And open up the, the, or just change to my mobile data. If the, if the wifi is not correctly working and assuming I would do all those steps afterwards, I will just click connect.

Rebecca: Okay.

P8: Okay. The second, as I just said before, the second prototype, just tell, told me to just click again and assume it will work the first and the third are, are transmitting information for me to act and check if everything's okay.

Rebecca: Okay. Thanks.

P8: Okay. Now, I think it's the same. I would just change the location if I want to, but if, if I want to go back, I would just, Oh, this is, this is left for the week. No, I would. I think I like the second approach better. Okay. It tells me what I have for the week and what I have used so far and not what, and not what it's left, because what it's left. I can very easily perceived with the, with the bar. The orange bar shows me what's left. I would rather have the, what I used. And I would like to have it in the left corner because it starts right here. This like the second one, the second one is better. Everything else I think is the same, the pause, I would assume it's connected. So the because of the pause button, this little message right here. So I would just click the X. Should I click it?

Rebecca: Yeah, go ahead.

P8: Okay.

Rebecca: Okay. Thanks so much. So now we finished with all three prototypes for today. So now I'll just stop sharing my screen and then ask you about the ones that we looked at today. Okay. So let's say that you wanted to tell a friend about a VPN and what it does. How would you describe a VPN?

P8: I would describe it as a, a private tunnel to, in which your information is safe from, from everything, everyone else. So let's say it's like using a highway. Everything can, everyone can look at you, but when you're using a private tunnel, no one can look at you is I would describe that. That a VPN.

Rebecca: Okay. Thanks.

P8: That's the main purpose, I think.

Rebecca: Okay. And looking back at the three different prototypes that we saw today. What messages stood out to you?

P8: I'm not quite sure, honestly, what message. So let me just think about it… I think from the prototype, I would say it's very easy to set up a VPN, just following two, two to three clicks and it's done. I don't, I don't know if, if that was the, the, the answer you're hoping for, but I'm not quite sure. What, what do you mean by the message? The message. I'm not quite sure

Rebecca: By messages I mean like the texts that you saw inside the apps, like the descriptions or the, any of the words that you saw inside the apps today.

P8: Okay. The first one was more inform… formal, sorry. The first one, the second one was more informal. The second one, I mentioned the first and the third one. I dunno if I said it correctly, the first and the third one was more formal or is it more… Oh, no, sorry. The first and the second one was more formal and the third was more informal. So that's right. I was just confusing. I think that the format, the informal, the thing that stood up the most that stood out the most was the informality of the language and the third one. So that's, that's what my, what I, I would said that the third one was the most, the thing that stood out most was the, the, the informality. The second one was, was, was what I liked the most because of the, it was formal, but it, everything was laid out better because of the megabytes and all of that. The weekly they specified it was weekly. That was much more informative, but the message, the error message of the second one, I think is the second one was the, the one that didn't have much information. It just, just told me to try again. And I mean, let's say if the VPN actually wanted me to just click the button again and not do anything, it would probably just do it automatically. They would, they could program it very easily to do that. So I don't think it's useful. If there, if there's something telling me that something is wrong, they want me to solve it. Otherwise they would solve it themselves because just looking at button is it's very easy. They have, they just would restart the connection procedure. So, I mean, these, these were the things that stood out to me. The first one was neutral. The second one was, I liked the megabytes, but I didn't, I didn't like the, the message. The third one was too informal, but the errors in the, in the error, I, I agree that it should be informal, not that much informal, but informal anyway.

Rebecca: Okay. Thanks. Yeah. So when you were looking at the third one, I remember you saying that like the casual and informal language would be better for a casual informal audience. What kind of audience were you thinking of? Or what did you mean by that?

P8: Probably, I think the, the, the informal audience that are willing to use a VPN are the people who want streaming services out of their country. I think that that's probably 99% of the, of the persons that are interested in streaming services. Like Netflix probably are those people who are, who are looking for the, for those type of that audience. I mean, I just got messed up in my phrase, but the audience that is casual enough to who wants a VPN is the Netflix, the people for Netflix who wants to see a stream a series or a movie from another country. But I would think that the VPN is since it's something, something that's promoting security and all of that should be more formal.

Rebecca: Can you talk a bit more about why, why do you think that?

P8: I mean, I dunno if you, if we think about security we're, I mean, I'm just visualizing security in my, in my mind. I just see maybe a lock or a safe and suit… guys in the suits. It, it, it, it's, it's all about formality in, in my mind. Security is, is a bit more formal. Although let's say a bank, a bank may, maybe it's the, it's a social construct as I was telling, telling you before. But if I feel I went to a bank, what I, I assume they would have my money very, very secure. And they were using shorts and the safe was open in the background. I mean, I, I would not trust that bank. And the, if, I mean, that's the, that's my, probably a bit too conservative, but I think that's, that's my opinion about security.

Rebecca: Okay. So what I'm hearing is you associate the formality with being taken seriously or like trust, is that correct?

P8: Yes.

Rebecca: Okay. Okay. And so then would you say that trust is something that kind of changes depending on the language that you see, like based on today's prototypes, would you trust the more casual ones less then?

P8: It should not be this way. I can assume it. I can honestly assume that I can have two different one is it's safer, but has a casual language, and that would not indicate nothing, but for the user, I think having a more formal language would make it look, the essential word is look more trustworthy. It looks better.

Rebecca: Yeah. Okay. Okay. Thanks. And, okay. And why do you, why? Sorry, I'm just trying to get as much info about this as I can. Why do you think it looks better to have more formal language as opposed to something like the neutral language that you saw in the first prototype? I believe you said that you thought that one was more neutral, is that right?

P8: I'm not quite sure if I, if I really said that, but that remembering, because if I just have, if I, if I read all those, all those little things, it will probably indicate that. But since I skipped it, I wouldn't, I wouldn't say it was more neutral, but the, I think that what's supposed to, to be those prototypes should be neutral, formal, informal, right? So your question was, what is my, what, what indicates more trust for me from a formal versus a neutral language? Is that right?

Rebecca: Yeah.

P8: I mean, I didn't read it correctly and I didn't read it thoroughly enough to differentiate the language between the first and the second. I honestly, I had to assume that, so not to assume to, to admit that. So the third one, I clearly noticed that it was informal, but between the first and the second one, I was not, I didn't read it thoroughly enough to, to identify the difference, but assuming it was the first one is neutral and the second was, was formal. Probably it wouldn't make that much difference for me when we talk about the difference between neutral language and formal versus let's say formal or neutral versus informal, so neutral is, should be good enough for me. Okay. That's what I would like to say.

Rebecca: Okay. Okay. Thank you so much for your feedback that we finished everything that I had planned for today's session. So I mentioned in the beginning that I wouldn't be able to answer questions while the session was happening, but I'm happy to answer any questions that you have now. So do you have any questions for me before we go today?

P8: I mean, I don't think so. Just the, the, the, that was the, the objective was neutral, formal, informal, right? Okay.

Rebecca: Yeah. The purpose of today's study is to kind of figure out what kind of language strategies work better for people and why. So we did have a neutral language and informal more like playful type language.

And then the middle one that you saw today was more technical. So using more technical jargon and technical descriptions of what the features do. So yeah, we were testing or observing how people interact with the three different versions and trying to get their thoughts on it. I'm a writer. So I write all of those messages that are in the app.

P8: Okay. Yeah. I mean, I like the, the way that the information was laid out, that was very, very well designed, I think. But the, the, and that's probably, I am a bit, it's not controversial. I have it's ambiguous in my head that I have two opposing sides that in, in an error, we should have a little more informality that is quite strange, but it's like, it's like even a guy in a formal suits with very, very well-designed very well dressed and all of that with a very formal language, when it, when he makes a mistake, it's, it's nice to see just a little more informality just to approach us with a little more, I don't know the word, but it's like smiling and admitting the mistakes. That's what I, I say the, oops, it's, it's, it's good for the user to know that there were human humans designing it and they, they're not sure what's happening. I think that's, that shows up that they're honest instead of technicalities and all of those formalities. So it's has to be a blend of all three, right. And not one specifically all throughout the app.

Rebecca: Okay, thanks. And can you think of a specific time throughout an app where the technical language specifically is necessary or would be the best option?

P8: Something that legally,

Rebecca: Legal, yeah…

P8: That we're legally, if we have to, it's a bit boring, right. But we have to specifically say, say very specific things to convey the, what, what they, what, what do you want to say? Because casual language usually is not very specific. It's a bit more vague and formal language has all those really, really well-defined things. So, but I think that very formal language should be avoided in, in the, the, the regular, very formal language should be avoided in the, all those main places, main interface, icons, and messages, and all of that.

Rebecca: Okay.

P8: Just a little more neutral. Something like roughly just not, I think being playful is a bit too much, right? Playful is a bit too much, but, but, but there are places where it should be playful is good. So, you know, those apps that have a message of the day or something like that, playful might be, might be fun right there. But when talking about security is it's a, I mean, I dunno if I'm being too strict about my opinion, but I think I would not trust as much an app that is too playful with me when it's, when it's about security.

Rebecca: I think it makes sense. Yeah. No, thank you so much for all your feedback. You were super helpful today. So I really appreciate you sharing all your thoughts.

P8: I hope my, my English, wasn't an obstruction.

Rebecca: Not at all, not at all. What's your first language, by the way, you said you're from Portugal, right? Okay.

P8: Portuguese. I'm Portuguese and my that's my, I learned French, but I don't remember a word of French, honestly. And English. It's just, it's, it's too universal and I'm studying computer engineering. So English has to be my second language.

Rebecca: Yeah. Cool. Well, once again, thank you so much for all your feedback today. You were super helpful and insightful and yeah, I really appreciate it.

P8: So this was a very nice conversation and have a good day.

Rebecca: Yeah, you too. Okay.

P8: Goodbye.

Rebecca: Bye.

Participant 9 – "Xavier"

Interview with Rebecca S.Vaughan and Participant 9

April 28 2021, 1pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	18	Some college	Full-time student		Less than $19,999	Advanced	Italy	Italian	B2 - Upper intermediate	PTC	3508638C

Rebecca: Hello?

P9: Hi.

Rebecca: Hi. Can you hear me okay?

P9: Yes.

Rebecca: Great. Nice to meet you. How are you today?

P9: I'm good. How about you?

Rebecca: Pretty good. Thanks for asking. So thanks so much for meeting with me today. My name is Rebecca Vaughan and I'm a researcher at a company called Avast, and I will be walking you through today's session.

P9: Okay.

Rebecca: So I'll start by reading through some info just to make sure that I don't forget anything.

P9: Yes. Okay.

Rebecca: So we're showing people three prototypes of an app that we're currently working on and we're watching how people engage with them, just to see which one works better for them. And why?

P9: Okay.

Rebecca: Just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal here is just to learn how we can improve our app. So if there's something that's unclear to you, that's really valuable information to us. And if something stands out as positive, we would also love to hear your thoughts about that. Does that sound okay?

P9: Okay, yeah. I got it.

Rebecca: Okay. So if you have any questions while we're looking at the apps, feel free to ask, but with that being said, I may not be able to answer all of your questions because I want to see how, what you would, if I wasn't here to answer anything.

P9: Okay.

Rebecca: So at the end of today's session, if there's still something that you'd like to know more about, I can try to answer all of your questions then. Does that sound okay?

P9: No problem. Okay.

Rebecca: Okay. We did ask for permission to record the session just for internal purposes.

P9: Yes.

Rebecca: And the reason for that is that I can focus on our conversation now, and then later I can watch it back to take notes and record your feedback.

P9: Okay.

Rebecca: So we'll never share any of your personal information, like your name or your contact info, but we may share a demographic data like your age or occupation, just because it's relevant to the context of the product.

P9: Okay, it's all good.

Rebecca: Do I still have your permission to record the session?

P9: Yes, yes, yes, no problem.

Rebecca: Okay. Thank you for confirming.

P9: No problem.

Rebecca: And the last thing before we move on, I just want to confirm that this interview will be about 60 minutes of your time. And after, about a week after the interview, you'll get paid through the UserTesting platform.

P9: Yeah, I know. Okay.

Rebecca: Do you have any questions so far?

P9: No. I just want to start.

Rebecca: Okay.

P9: Okay.

Rebecca: So can you tell me about the last app that you used on your phone?

P9: WhatsApp? I think.

Rebecca: Okay.

P9: And that's all…Sorry.

Rebecca: No, sorry. I didn't mean to interrupt you.

P9: No, no, no. That's okay. WhatsApp it's is okay.

Rebecca: And besides the messages that come from other people, not necessarily the chat function, but can you remember any of the messages that WhatsApp sends you like or any of the messages from inside the app?

P9: I remember something about end-to-end encryption, something like that, or like the change of the terms of condition and something like that. But these messages are, are, are very, not often sent to me. So that's all.

Rebecca: Okay. And what stands out to you about those messages that you just mentioned?

P9: They, what they mean to me? Like I didn't, I didn't get okay. Yes. So I personally don't read them all the time, but if it's a major change to the, to the app or to the terms of condition that I heard the, before the updates I'm interested in it. And so I'm reading all the terms and condition or the change logs and the patch notes, like, and the that's interesting to know because I'm using this app. So that's all

Rebecca: And interesting to you about those, those things that you would read through?

P9: Like for example, WhatsApp, when they, they add the new security features, they, there are, they changed their personal data policy or something new to the app, like new emojis, new, new features, like when they add the, the, the FaceTime, like the, the video chat. That was interesting too, to learn to read and something like that, like, or maybe the main thing is for me, it's the personal data treatment and a major features added the, to the app.

Rebecca: Okay. So your primary concerns would then be new features added to the app and information about what happens to your personal data. Is that correct?

P9: Yes.

Rebecca: Okay. Thank you. Okay. So thanks for sharing that info with me. Next I'll show you the first of our three prototypes and what I'll do is share my screen and then I'll give you remote control of it so that you can click through the prototypes on your own.

P9: Okay.

Rebecca: So just a minute, and I'll get that prepared. Can you see my screen?

P9: Yes, I can see a phone, *click to start prototype*.

Rebecca: Okay, perfect. And, okay, so you should have remote control now.

P9: Yes.

Rebecca: And so let's imagine that you just download this app. It's called Avast One and it's for security on your mobile phone and…

P9: Antivirus.

Rebecca: Sorry?

P9: The antivirus, yeah?

Rebecca: Yeah! Yeah, exactly.

P9: I heard before of Avast.

Rebecca: Okay, cool. So yeah, what you're looking at here is your smartphone screen and you can click on this whenever you are ready.

P9: Okay. Like this? Okay.

Rebecca: So can you help me understand what you see here?

P9: I see *block sketchy emails and sketchy people online, and We will be your ride to die to, to, to die tool for all your digital safety needs. Stay private, no matter where you're surfing, keep your online life for your eyes only*. Okay. *Find out ASAP, A-S-A-P, if you, if your info is leaked*. Okay. So it describes like the, the services that this app provides.

Rebecca: Okay.

P9: Okay. Then *let's do this*. I think it's a regis… the registration button and *login* is a login button if you are already registered.

Rebecca: Okay.

P9: Okay.

Rebecca: Okay. Thanks. I forgot to mention this is also scrollable, so there's…

P9: Okay.

Rebecca: Yeah.

P9: Okay.

Rebecca: Yeah. So without clicking yet, what would you usually do from here?

P9: I think that like, stay private is one of the most popular things like in the, in the recent times. So like IP changing and stuff like that. And like the, the view that the overall like layout is I like it. So I, I just to give it a try, I would, I would register and see if this app could fit my, my needings.

Rebecca: Okay. Okay. Thanks. So, but then if you want to continue how you usually would go ahead and do that.

P9: *Let's do this*. I would click on, *let's do this* without honestly, without reading, this agreement or the privacy policy to be honest because they are very long and…, but, but I would search on the net before, before register, like the legitimacy legitness of the company of the app. If it's a, if it's safe to download it, to put in your email and then I would register if I see the app is safe.

Rebecca: Okay. Okay. Thanks. Okay. So let's say you did all that and then what would you do next from here?

P9: Okay. I, I would click on *let's do it*. So can I?

Rebecca: Yeah, go ahead.

P9: *Hiya friend. Welcome to the Avast One.* Okay. Secure... Okay. *Secure connection*, VPN …*your online identity disguised*. Okay. *Webshield*…Okay. *…won't stand a chance. We'll protect you from deceptive internet stuff.* Okay. And *Breachguard. Tell us your emails and we'll keep an eye...* Okay. Okay. I am familiar with these three services, like the VPN, the *Webshield* and the *Breachguard*. I used the site before, but they are very useful, so I would set up them and…should I?

Rebecca: Yeah, just one moment, I guess. Yeah. Next we'll complete some tasks if that's okay.

P9: Okay.

Rebecca: I just want to tell you again that we're not testing you or your technical abilities at all. So please, as much as you can just think out loud and tell me the good and the bad, everything that you're thinking.

P9: Okay.

Rebecca: But yeah, from this screen, how would you then set up the VPN?

P9: I would click on *set up*.

Rebecca: Okay.

P9: Okay. Let's go. And then… *Be a master of disguise, when you are connected, you can browse like you're anywhere in the world and stay safer too.* Okay. *Stay super private. You can send a receive private info while totally hidden from spies and bad guys. Don't fret about public wifi. Connect and browse anywhere while still under the radar from all the internet strangers. Binge-watch worldwide.* Okay. All right. Okay. Yeah. I, I read, I am already familiar with this services, so I'm pretty confident to, to do the next… to click on *next*. And so I would click it.

Rebecca: Okay.

P9: Then. Okay. *Using a virtual private...* Okay. I think an a on a first site that is too long. I don't know because I am, I'm already familiar with what a VPN is, so I would not read through all of this, but let's see. Okay. *Using a word..* I think it just explains how a VPN works.

Rebecca: Okay.

P9: So personal data and collection use. That's very important and okay. Let's see

Rebecca: Is this something you would usually read through?

P9: Maybe if it, if it's not too long, I would read the, the personal data. Like some sites put you in a mail list. I, I don't like it usually. And if I, I could remove like a mailing list or something, like sharing my phone number, I would do that. And, and then just go ahead if, if possible.

Rebecca: Okay.

P9: Okay. Let's go. *Security w…* okay. *A new VP...* Okay. Like I, when I see that on a, on some apps, I, I, I usually think twice before click on *allow*, because I'm personally not very confident to, with allowing apps doing something on my phone, like giving a special permissions, like camera. This is an example. I, I don't

know if the security wants to access my camera or my microphone, but usually giving extra security, permiss… permission. It's not something that I do. Like I take on easy. Like I don't do easy. Like, hold on… I want to explain better… is something that I could think twice before doing it, because I'm not feel super safe about giving extra information, extra permissions, but here says that, *all the network activity on this iPhone may be filtered or monitored*. I already know that a VPN works like that. So every VPN has to gain that permission. And so after checking the, the security, if there's, if this app is legit or not on the net on the, on some forums, or like read the reviews and then I would *allow*, or *don't allow*, but usually when the app is safe, I would *allow* or no problem. So it's now clear? I don't know. Maybe I'm speaking too fast or…

Rebecca: No, it's okay. I understand.

P9: Okay. Okay. So, so I'm, I'm click on *allow*.

Rebecca: Okay.

P9: Okay. Now *VPN is paused*. I see that half a gigabyte is free for a week, and then there are locations. Should I explore this?

Rebecca: Yeah, sure. Just tell me what you see, what you think.

P9: So before connecting, I would see if the free services that I'm, I'm assuming I'm using the free one. Okay. I'm I'm see first, the location unlocked for my plan, for my free plan. Okay. I have to connect first, maybe.

Rebecca: Well, it's just that some parts of the prototype aren't clickable like this one above, but you can just tell me what you would do as if it was working.

P9: Yeah. I use the free VPNs before, so I will see if location, if the free locations are, are valid. Like there are many, if are, if there are a few or many options, like if a free VPN is like limited in location, like only one country or the few places in country or country, that countries that are a bit too far, like China are the only available. I would start considering using a different app, but if like Australia, U.S., Germany, like, I'm in Europe right now. So like a European-based VPN it's best, it's better for me. And then, and then that's a, that's all, then I will click on *connect* and try if the VPN works. Like there are some sites that check your IP address. And that's the first thing I do if the browser recognizes me as like, for example, an Australian user while I'm in Europe, for example. So after that, I'm sorry, I'm gonna start just using the app, just using the VPN. But this is, I have told you before, it's the, like the preliminary phase of judging that app, like considering if it's worth using it or change. So one, for me, one of the most important things are the locations that the free plan offers because I have to try. Okay.

Rebecca: Okay, thanks.

P9: So I have to connect right now?

Rebecca: Yeah. Go ahead and connect, but oh no, what happened?

P9: …Big red bar, please check your internet and try again. So now I would do, like, I would scroll on my, on my phone and check if the wifi is connected, or like the mobile, mobile data, like the SIM card internet is connected and if so, I will change between them. Like if my, my wifi is the problem or the SIM card internet is, is a problem. And this, it doesn't work, I would search on the, on the net, on the internet, like many apps do have a forum where they discuss the problems that they have. So I would search for, for a fix on the internet. So then, but I don't know what to do. Like…

Rebecca: So let's say that you did all of that and you want to try again.

P9: Okay. Assuming I resolved, I fixed the problem. I will *connect* again. Okay. Now I'm connected. Okay. And then I will close the app, not closing, like closing the app and change… like using the internet, going for like Netflix catalog that's not my country, and then just using the app. Then pause when, when I don't, I'm not using it so I don't waste my 500 megabytes for the week and that's okay. And that's all, I think.

Rebecca: Okay. Thanks. And so, based on what you're seeing here, would you say that the VPN is working now?

P9: Yes, because it says it's connected. The, the megabytes are less. So I spent some of my internet megabytes, so I think that the, the VPN is connected to some server. So I would assume that it's working.

Rebecca: Okay. Thanks. Okay. And you said that you've worked with something similar before, is that right?

P9: Yes.

Rebecca: What does this remind you of?

P9: Like the, the, the layout?

Rebecca: Yeah. Or similar products? Like what, what is something similar that you've worked with before?

P9: Yes. I use Windscribe. I don't know if you know that, Windscribe, that's an app and a Chrome extension that I use sometimes, but not often because when, sometimes I have to see some shows on Netflix, there are not in my country or simply access site is that sites that are not allowed where I am I'm now. So it's good. There, I'm using always the free version so the VPN, I never bought a VPN premium plan, but I think that's similar that are like, this is simple to use and the other one too. I would not improve nothing. Like it's perfect for me.

Rebecca: Okay, thanks. So last thing here, if you wanted to return to the dashboard from this screen, what would you do?

P9: I would take on X, so here. Okay. Now the *VPN is connected*. Now… now, the *Webshield* that *protects you from sketchballs on the internet and will protect you from deceptive emails, links, and the site before you ever opened them*. Okay. I never set up something like this before, but I know what, how it works, but let's go ahead.

Rebecca: So actually I will move on to the next prototype because we have three to go through today. So I'll just steal the mouse just for a moment.

P9: Yeah, no problem.

Rebecca: And actually for the second one, it'll look really familiar to you because it's like a slightly different version of the one that you just saw and we'll go through the same steps of just seeing like the beginning parts and then setting up the VPN. So whenever you're ready with this one, you can go ahead and click on it to get started.

P9: This one. Okay. Okay. That's the same thing like as before, and let's *start*. Okay. Now how to do the *Webshield*?

Rebecca: Nope. We'll do the VPN again.

P9: Okay. Now set it up. Okay. I have already read before this, so I'm a continue. Okay. Same thing here. Okay. And *allow*, okay, so now I have to *start*, right?

Rebecca: Mhm.

P9: Okay.

Rebecca: And what happened?

P9: Okay. *…couldn't be turned...* Okay. *Please try again*. I, when, when like a message, try again, appears on my screen. I like assuming that or me, or maybe it's at me, or is that the app that is having temporary problems? Like the servers are, are off for some, some reason and for a reason. And it's a temporary, but I see, I see this, this error as a temporary error. So I will try like, in few minutes or search, like for a solution online, like searching, like, *Sorry VPN could it be turned on fix* so on the internet. And if I, I found out that maybe the app is, is down for a, for a reason, I'm a wait for it to be back up and try again.

Rebecca: Okay. Thanks. And so let's say you did all that and then what would you do next

P9: *Start* and a retry. Okay. Let's open it.

Rebecca: Okay. And what do you see here?

P9: Now *your internet connection is secured and your IP address is hidden…* okay. Like it's working.

Rebecca: Okay.

P9: Okay. And it's similar to the other one, but maybe I forget to talk about the *extra protection*. *Automatically scan every connected network to potential threats.* Like I think I, I don't know, but I can assume that similar to Google, reaching out to you and saying this isn't a safe site. It may be phishing or something like that. And I would turn it on because I feel more safe. So some sites from some scam sites are very similar to the legit one. So, so I would turn it on.

Rebecca: Okay.

P9: So now, now what I have to do?

Rebecca: So if you wanted to go back to the dashboard from here, how would you do that?

P9: That? Same thing as before, I would click on X.

Rebecca: Okay. All right. So now we'll move on to the last prototype then.

P9: Okay. Breachguard. Okay. Sorry. You have to take over, yeah?

Rebecca: That's okay. Just for one minute. And when you're ready, you can click on this one as well.

P9: Okay. Let's go. Okay. And the same dashboard as before. So I have to click on the Breachguard?

Rebecca: No, well, with the VPN again.

P9: Same as before here, right here to go, and *allow*. Okay. Now I have to connect. Okay. *Connect*.

Rebecca: And what do you see here?

P9: Okay. Please check your internet connection and try again. So I will do the same thing. Like as I did on the first prototype checking, my internet connection is that is whether it is my wifi or is my SIM card internet, and like rebooting my, my, my modem, my, my internet connection. And then retry it. If the same problem comes up, I am, I would assume that that's not because of the wifi it's because of the app or something I have on my phone of some, like some setting that I didn't allow or didn't close, or a securities security, like security action the phone takes on the VPN. So I would disabled that if, if I think the app is safe and again, I would search on the internet and then retry it.

Rebecca: Okay.

P9: So after that I will connect. Should I?

Rebecca: Yeah, go for it.

P9: Okay. Now it's connected. It's good. Then I have to, have I to return to the dashboard?

Rebecca: Well, let me just ask, what do you think they mean by connected and paused here?

P9: I think that *connected* is where the app changes your IP address and scans your network and your network connections, and actually makes you your IP, your, your connection be from Australia to the eyes of the sites or the network or the server you are connecting to. When I think when you click on *pause*, you just turn back of the, on your wifi, on your IP address. You turn off the network scanner and like it's a, the classic way to use wifi. So you have your real location. You have your real, like information sent to the server you are connecting to. And the protection like is kind of going away for a minute. Then you can re restart using it by starting again the VPN.

Rebecca: Okay, thanks. So yeah. Now if you wanted to go back to the dashboard, what would you do?

P9: I would click on X.

Rebecca: Okay. Thanks so much. So now we've made it through all three of the prototypes and next I will just stop sharing my screen. And I'll ask you what you remember from, from the ones that you saw today.

P9: Okay. Sorry. I thought you, you finished, sorry.

Rebecca: No, go ahead. Was there something you wanted to say?

P9: Okay. No, no. I thought you asked me what I remembered, but if you don't feel you aren't finished yet, finish your question and I will answer.

Rebecca: Okay. Well, let's say that you wanted to tell a friend about the app that you just saw today. How would you describe it?

P9: I would say that the registration is very like the, the setup is very easy to do. The pause, the, like the, the manager… management part of the, of the VPN, like pausing it, starting it, the, the security settings are easy to turn on, turn off, turn on, pause. So it's very easy. Like you have only to sign up with your email or I don't know. And then it's all down from there. Like you have to click start, it's easy, then you'll set up, you accept the terms of use. And then it's so easy, like start a VPN connect. And then if you want to you, if you

want to pause the connection there, is a button. It's very easy. I don't know about the problem-fixing part, but I would assume Avast is good, because many friends use it on their, on their PCs as an antivirus. And so I would definitely like give it a good, a good, a good mark, a good rate of using. So it's very easy for me to do it.

Rebecca: And what does the app do?

P9: Yeah. Like it's, I've experienced the VPN service. That it's something that protects you online. That's the main point. But with the VPN, you can always turn it on, turn it off. And then he… makes the server, like the site think that you are in a certain location that you want to be in. Like, there are many purposes to do it, like being more safe. Don't giving your personal info to the, to the nets, the sites you're connecting to. And like visiting sites you can visit on, on your country, in your country. And then I'm seeing like Netflix shows that are available in your country. I can sports show like the zone, something like that. And, but the main thing is the security. So it's very, it's very useful.

Rebecca: Okay. Thanks. And what if you wanted to tell your friend about the VPN and what the VPN does, how would you describe the VPN feature?

P9: The VPN is like a service, the virtual private network. It's a service that allows you to be in a different location from your real location. Like your IP address is changed. You are safer because you are not giving you real information. You can connect safely to the public wifi, the public networks. And you can, you can be like with this VPN service, you can be protected from network spoofing sites or web scam sites in general. I think that comes up and like some advice you should not visit the site because it's not safe. And then you are protected. Like you can change your location and you are not giving that much info to the, to the service you are connecting to.

Rebecca: Okay. Okay, thanks.

P9: No problem.

Rebecca: So looking back at the three different prototypes that you saw today, what messages stood out to you?

P9: It stood out the messages that an error occurred, check your wifi and then try again, like an error occurred, try again. I'm summarizing it. I don't remember specifically. And then I think that there were two of them, like, sorry, I don't remember well, I have to think. One was it about trying again. The other one was about checking my Wi-Fi. Okay. Two of them were checking my wifi, my internet connection. Am I right? Okay. And the third one was about trying again, like try in a few minutes or again.

Rebecca: Okay. And what stood out to you about those messages?

P9: What, sorry?

Rebecca: What stood out to you about those messages?

P9: Like when a message told me to check up my connection, the first thing that stood up to me was checking my actually wifi and my, my internet connection connected to the SIM card. So changing wifi, trying to connect with a different wifi where different internet connection, like doing a hotspot, if I'm with someone. And I'm the second one trying again, I'm assuming we're whether the site is down. Like the service are whole like, down, like unusable for that moment. Or my phone has some kind of settings that doesn't allow the VPN do its work. So I would disabled them if the app I trust if I trust it. Yeah.

Rebecca: Okay. Okay. Thanks. And were there any messages besides the errors that you remember from the prototypes today?

P9: I remember the allow thing, like allow, don't allow like the permission to ask the permission question. And th that's a thing that I would search online before if, whether to trust it or not, like I would search Avast, is it safe? If it, if it comes up that Avast is trustable, is safe, is legit. I would allow it. And, and that's all. And then another, I can't remember much other things that stood out, like important messages that stood out to me. But I think, so I think the main thing is the allow and don't allow button.

Rebecca: Okay. And why do you think those permission messages stand out to you?

P9: Because many apps tend to be not trustable. Like they, if some, if you give some permission to the app, they download you something, download some, send some information to the, to their servers, or like record your data. Something like internet connections, server connections, which sites do you visit, and use it for like advertising purposes. It's not something that I could, I want to reveal. Like I could reveal it, but you have to ask me, you have to be trustable because like putting your email in something that tricks you, like personal data selling to someone who sends you, send you scans through email, I'm worried about this.

Rebecca: Okay. So what I'm hearing is your primary concern when you're allowing permissions is who's going to get your personal information?

P9: Yes.

Rebecca: Okay.

P9: And too, I would add to this, something like some app install your, install some something on your phone. Like I had some apps, there are trustable, but they had some problems, some problems, like when an ad comes up and you click on it and you miss click the close up button, the app was start to download. That's the thing that I want not to happen.

Rebecca: Okay. And so then another concern is that if you allow permission for an app, it will automatically download something else.

P9: Yes. That's something that happened to me before, so that's why I'm telling you that.

Rebecca: Okay. Okay, thanks. Right. So I noticed that in the first prototype, you read more of the messages that were kind of there on the screen. And then in the second two, you kind of skipped through that information. Could you tell me a bit about why you did that?

P9: Because I, I thought the were the same, like the same as the one, the first prototype. So when I, I read some of the function of the VPN from those, the services that the VPN provides and then the terms of service, I wouldn't read that twice and because I already read that before.

Rebecca: Okay. Okay. Thanks. And you also skipped through that, that privacy policy info on all three prototypes today. Could you tell me a bit about why you decided not to read that?

P9: I, I personally info… when the, the, the privacy poses is too long. I honestly don't feel like reading it. I just, maybe if I'm not sure to trust or not the company I would search on the net, is it safe to like, give your data? So I know Avast, for example, or Facebook or Google, and, but like some, some, some software like Facebook, Google, Avast, or some Microsoft software, I trust them. So that's why I usually skip the terms of the privacy policy.

Rebecca: Okay. So what I'm hearing is it's like faster and more reliable to just search on the internet for other people's summaries?

P9: Yes, for me it is.

Rebecca: Okay. Thanks. And so can you think of a site or an app that you really liked the communication style of those, of those services? Maybe one that you use regularly?

P9: Like you mean social networks or like app provide you a service?

Rebecca: Any kind of app or website that you find communicates really well to you in like the words that they use.

P9: I recently used my friend suggest me to use Coinbase. That's, that's the thing from like trading crypto. And I'm not using it because of the high fees, but I think that the app is, it's a very, it's very good. From the point of view of the lay, the layout, the communication, they provide you some like tutorials to like, learn better what are you doing on the app, like more of the crypto, some new projects. That's good for me. Then, like, I have to think about some credit card apps, but I'm in Italy. I don't know if you, if you know Hype? I don't know if it…okay. It's simply a, a credit card or debit card. You can choose different options. And I really liked the layout. The simply to, it's very simple to, to send money, to receive money, and about this I will say PayPal too. PayPal it's very easy to send money, to to receive money. Well, then from like the last thing I would say, hold on, can I use my phone? So I check some apps.

Rebecca: Yeah, absolutely.

P9: Okay. Wait. Okay. I think the main thing. Okay. The main app that comes to mind to me from a communication is TikTok like…

Rebecca: TikTok? Okay…

P9: Yeah, it's it's. I think they, they provide them the best, the best way to provide entertainment. That's how, for me, it's the best for me to the communication point.

Rebecca: Okay. And can you think of a specific message that you received from TikTok recently?

P9: So when something like when like some ad is, is like published on TikTok it's, it's like not an ad that usually. It's not an ad that you will see on TV or on the, on a preview of YouTube preroll-ad. It's like you're scrolling and you see a TikTok, but is that is a TikTok, but it's an ad too.

Rebecca: Okay.

P9: Like, they are sponsoring the product, but making content that is like, I don't know how to say. Sorry. It's it's coherent. It's good. It's coherent to what you are searching on the app. Like you want to see entertainment, some fun stuff. You're seeing it, but that's an ad, and ad in there. So I hope to be, I hope I was clear enough, but…

Rebecca: Yeah.

P9: Okay.

Rebecca: And so is it like a video? Or is it, is there like written content there, along with it?

P9: There is written content, but it's always entertainment, entertaining-related. Like, if it's a joke you're telling or describing a situation, you're just making a tick tock, making your content. And then at the product, like a side product, it's not like invasive. It's not like buy this. It's like, look, there is this. If you can buy it, if you buy it, if you want not to buy it, you, you just scroll, but you enjoy the content too. So I'm, I'm happy to see that. And like, so YouTube is different. Like the pre-roll ads, like are in, some of them are not, are disturbing. Like some of them are scams. Like I think the publicity thing it's should be selected. Like something that you trust just as companies, products that are safe and not evident, like an ad, an ad that you see three, four, five times I would not buy that product. That's for example. Okay. That's so invasive.

Rebecca: Right. Okay. So what I'm hearing is you also like that you only see ads on TikTok, like less often, right?

P9: Yes.

Rebecca: Because you perceive the repetitive ads as invasive?

P9: Yes. Like on TikTok, some, some periods, like two dre…, two days, three days, there are, there is an ad put on top. Like you open the app and you see that ad, but after you scroll it, you can scroll for like an hour or two hours, or you could see one ad maybe.

Rebecca: Okay. Okay, thanks.

P9: And the ad is not invasive, like it's enjoying to see. That's all.

Rebecca: Okay. And what about like the written content do you remember? Like what, what of that stands out to you?

P9: In the video the written content is always like a said, like the majority of the time it is related to like the joke or the, the situation you are describing. Then they are the, the written content that says a promotional ad. Like that's an ad, not something spontaneous. Like it's a paid ad, and that, I know that's a law. That there is a law that like, you have to put that as the banner, that it's a, that says that is an, a pa, a paid ad. But that is not that good. You can, I think that, that it's a bit like scares you. Like they want to send me something. And then the, the hash tags, I think that when there's something is when you are like sponsoring something, you have to look, you have to look as real as it gets as spontaneous as this gets. Like, you have to add the ad, A-D hashtag, but not like you are sponsoring chips. You have Aztec chips. I should, I enjoy chips. I love chips. That's something that I don't like personally, that's too invasive again. You have to like a see the ad as a, something that it's not pushing you to buy it. It is like that, but you have to believe that it's not.

Rebecca: Okay. Okay. Thanks. And so when you think of written messages inside of apps, do you always kind of think of ads first? Is that like the first thing that comes to mind?

P9: I… maybe it's not the first thing. Like, sometimes it's obvious that that's an ad, like at a sponsored video or sponsored photo. And I don't like it for that personally, but if someone could like advertise something in a funny way, or in a way that's not too, like, again, invasive or like to, to obvious, I think it's better for me because you are not pushing the buyer to buy it. You are like giving an advice. I know you are always pushing a buyer to buy it, but you have to seem like, you, you, you don't. Like you, you have to seem like it, like, ah, they are showing me. It's not they want to sell me this. For me.

Rebecca: Okay. Okay. Thanks. So with the last few minutes, would you be willing to show me in like an incognito window, one of the sites that you mentioned earlier and just talk me through what you like about their communication style?

P9: Coinbase?

Rebecca: Yeah, sure.

P9: …or something like that. Okay. Okay. Now. Okay. I'm share my screen, right?

Rebecca: Yeah, that would be great.

P9: Okay. Okay. Okay. Like I said, you a Hype, but I have to login, so…

Rebecca: Yeah...

P9: Okay.

Rebecca: Make sure you, like, open an incognito, so I can't see your personal information.

P9: If I don't log in, you would see all the, the registration page. So I have to login in first. Right?

Rebecca: We can, it's up to you. I mean, we can look at just the registration page cause we can look at that communication style. It would be like a first impression.

P9: Okay. Now I'm sharing. Okay. Hold on. Okay. Where is it? Okay. Here's it. It's an Italian. Sorry, if you don't understand, but…

Rebecca: Okay. So actually let the good question. Do you use any of these apps in English or do you always use them in Italian?

P9: Coinbase is an English, Hype is in Italian.

Rebecca: Okay.

P9: Like the registration phase, it's an Italian, but moving on, like the email, they send you and using the app are partially in English and some, some parts in Italian, like the, the, the, the, the pushup notification isn't any Italian, but the app is in English. Okay. So this might seem a little bit, not so good, but if you connect to the app, the, the markets are shown, well, the, the graphics are good. The layout, I liked the layout. And I could, I could, I could log in if you can, if you want. Okay. I'm, I'm putting on pause. Okay.

Rebecca: Yeah, that would be good. Thanks.

P9: Let's go. Okay. I, now I have to confirm it by phone. Hold on a minute. Okay. Hold on.

Rebecca: No problem.

P9: They sent me an email to confirm the new like, device. Okay, hold on. Okay. Okay. Sorry. Okay. Wrong account. Okay. I'm going to show you just Hype. Okay. Coinbase I don't remember the password

Rebecca: You said that Hype is in Italian though, right?

P9: Yeah.

Rebecca: Would you mind showing me one that's in English,? Maybe PayPal? Just so I can understand… Unfortunately, I don't speak Italian, but…

P9: No, no problem. I get it. It's no problem. Okay. Okay. Now I don't know how to set up PayPal in English, but we could give it a try. So hold on. They send me an email.

Rebecca: And again, we can just look at the main page. Maybe read like the, about me page or something? Just so that you don't share any of your personal information. I don't, I don't…

P9: It's no problem. Like, let just a second. I'm logging in. Like you, you want to see like, okay, wait. Okay. Sorry. I have to put a password in it.

Rebecca: That's okay.

P9: So sorry for, for, for wasting your time. But…

Rebecca: No, it's okay. No worries.

P9: Login? Okay. In app, two seconds. Okay. All done. It's should, it should be all done. Okay. What, what page do you want to see?

Rebecca: Just, I just wanted to hear you talk about the communication style, because you said that you like communication style of this site. So…

P9: Yeah, it's an Italian though. I have to change the language. Right?

Rebecca: Yeah, that would be great.

P9: Okay. English, done.

Rebecca: Are you sharing your screen? Sorry. I can still see you just the Coinbase.

P9: No, no, no, no, no. Okay. Okay. Okay. Okay. Now you're seeing it? Yeah.

Rebecca: Yeah. I see it now.

P9: So what I like about PayPal is like, if I want to say, like, let's send money. I want to say money to my, to my friends, or we have to buy something together. I have to send money to him. It's very, very easy. Like I click on him, like that, that meant pri, private. So my private account and I would just wait. Okay. I would just enter the amount, like $20 or $20 or 20 Euro at a note, and continue. That's that's so easy for me. Like, I love people because of that. They say to you what you're paying with, if you can charge, recharge your, your Hype and what you will pay. Like, if I have dollars in it, they would do me the, the change, like in euros. I could pay in any currency I want, I can add a notes, and the, the like sending money to, to each other is very easy. But the communication style, like I'm, I'm going back to summary. It's very easy because when you want to, to, to do anything that the PayPal allows you to do, there are these buttons, like stand and request. That's very easy, like requesting money it's, it's very easy too. You, you can send a notification to someone, or you can just set up a link. So they… but it's all like written in it. Like you have contacts. I like very much the layout. So then you're, you have more, send cash for pickups and a gift. Like PayPal dot me profile is very useful. They say they, they help you understanding how to set it up. The money pools too, I, I know how they works. Create an invoice, I never do that, I never did that. Central bank account is very easy. Like if you wanted to withdraw your, your your balance to your, your card, you just have to do this. I don't have any right now, but you, you can cook like the confirmation point it's very, it's like it's explained

well. All of the, the, the service that they provide to you, it's, they are very well explained. There is, I never had problems like doing something or that I had to ask for, for, for help to the, the, the, the live chats or the call center. The only thing, the only thing I had problems with with PayPal was deleting my account. That's something that they have to work on for a bit. But the other things like sending money, receiving money, there are well explained. Like it's very easy. You have to put nothing more that a message if you want, and the amount of money you want to send. That's what I like. The buttons are very easy to, to follow that the steps are very easy to follow. And that's all, that's why I like the communication from PayPal.

Rebecca: Oh, cool. So I see that you're kind of drawn to like the action buttons and the ones that are more explaining how you can use the site. Is that right?

P9: Yes. But it's not only that. It's like how easy it is to use the button. Like if they send me, like, send an email to this person, for example, and then send them a link or send them a PayPal something, like something that can connect you, no, they do all of this on their own. Like you send, you put the email, the number and they receive an app, a notification on the app or on the email. So that's a very, very, very useful and very easy. Like you have to click on one button to send the money or accept the money. And I love this simply. It's also because it's very easy to do and they explain you how to do it very well.

Rebecca: Okay. Okay. Thanks so much for that feedback. So, so yeah. Thank you once again, I think that's everything that I planned for today's session. I mentioned at the beginning that I couldn't answer your questions, like while we were participating in the session, but do you have any questions for me now, before we finished today?

P9: I think it's all clear, like the, how the app works. The VPN it's very familiar to me, so it's okay. That the app is well explained and I love it.

Rebecca: Okay. Thanks. Well…

P9: I hope to be, have been like helpful to you.

Rebecca: Yeah, absolutely.

P9: Okay.

Rebecca: Okay. Well, yeah, once again, thank you so much. And I hope you have a great day.

P9: Okay. You too. Have you too.

Rebecca: Bye.

P9: Okay. Bye-bye.

Participant 10 – "Simone"

Interview with Rebecca S.Vaughan and Participant 10
April 29 2021, 9am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	25	Master's degree	Full-time student	Marketing and Advertising	Less than $19,999	Average	Italy	Italian	B2 - Upper intermediate	PCT	3508639A

Rebecca: Hello?

P10: Hi,

Rebecca: Hi, how are you today?

P10: Fine, thanks.

Rebecca: Good. So my name is Rebecca Vaughan and I'm a researcher with a company called Avast. This is my cat…

P10: Hello to your cat.

Rebecca: So I'll be walking you through today's session. I have some info that I'll quickly read through here at the beginning, just to make sure I don't forget anything, including a quick overview of what today's session is about. So we're showing people three prototypes of an app that we're currently working on, and we're just watching how people engage to try and figure out which one works best for them. And why? So just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal is just to learn how we can improve the app. So if there's something that seems unclear to you, that's really valuable feedback for us. And on the other hand, if there's something that stands out to you as positive, I would love to hear your thoughts about that too. Does that sound okay?

P10: Yeah.

Rebecca: Okay. So if you have any questions while we're looking at the apps, feel free to ask, but with that being said, I may not be able to answer all of your questions because I want to learn how you would interact with the app on your own without me here. So at the end of the session today. If there's still something that you want to know more about, I can try to answer all of your questions then. Is that okay?

P10: Okay.

Rebecca: Okay. Do you have any questions so far?

P10: No, no, no, no.

Rebecca: So we did ask for permission to record the session just for internal purposes. And the reason for that is mostly so I can focus on our conversation here and now, and later I can go back and rewatch it to take notes and record insights. So do I still have your permission to record the session?

P10: Yes, yes.

Rebecca: Thanks for confirming, and one last thing before we move on, I just want to confirm that today's session will be about 60 minutes of your time, and then you'll be paid through the UserTesting platform in about one week. Does that sound alright?

P10: Yes.

Rebecca: Okay. So thanks for confirming all of that. And so I just want to start out by asking, could you tell me a bit about the last app that you used?

P10: The last app, the last app they la, the last app I use, maybe it's Instagram.

Rebecca: Instagram, okay.

P10: And Facebook, and TikTok because I use frequently the, the social network and maybe I use the Excel, the windows app for, for work and study and the Word.

Rebecca: Okay. Okay. And are there any messages, like errors or descriptions or notifications that you remember from these apps?

P10: No. Today no. No. Maybe Instagram the app for likes and comments only these.

Rebecca: Okay. Okay. Thanks. And what's memorable about those, those likes and comment notifications that you get from Instagram?

P10: On my phone, on the screen, on the top of my phone.

Rebecca: Okay. And what's memorable about those? What do you remember about them?

P10: What do you, sorry? What do you remember? I received a notification from my friend for likes my photo.

Rebecca: Okay. And so would you say you remember it because of your friend or do you remember the message that the app sent you?

P10: In both because it's my friend and because the notification from the app.

Rebecca: Okay. Okay. Thanks. So next I would like to show you the first of three prototypes and I will share my screen and then give you remote access so that you can control it from your computer. So just one minute and I'll get that ready. Can you see my screen?

P10: Yes, I see.

Rebecca: Okay. So I also have a few tasks that I'll ask you to complete as if you normally would. And let's say that you just downloaded this app. It's called Avast One. And what you're looking at here is your smartphone screen. So when you are ready… first, do you have any questions before we start?

P10: No.

Rebecca: Okay.

P10: Okay.

Rebecca: So when you're ready, you can go ahead and click on this app to get started.

P10: Okay. I start. Okay. *Avast…* Okay. *Stay private..* Sorry?

Rebecca: Can you help me understand what you see here?

P10: Oh, okay. Okay. Now I see two block of messages. The first is the *…sketchy people online*. Okay. Before they block maybe the spam and *stay private no matter where…* okay. And then the privacy, when I surfing with the app. *Find out ASAP if your info is leaked…*, let's okay. I understand. Okay. I do. Okay. *Let's do this*. Okay. Hiya…

Rebecca: One minute, please. So what did you expect to see when you clicked that button?

P10: Oh, okay. Maybe I expect that it's app for protect my data when I use the, another application or apps and maybe I don't expect to the spam email on my address and it's all.

Rebecca: Okay. And just to let you know, one second, you can scroll like this.

P10: Okay.

Rebecca: So like on the one before as well. Okay. And so what do you see here on this page?

P10: Okay. I see three messages. The first is VPN, maybe for, for the connection. Okay. *Keep your online...* Yes. *Webshield*. Okay. For protect the when I navigated from the site on internet and *Breachguard*. Okay. For, I put the password for open the app maybe and *…keep an eye on the intern...* Okay. Yes, the, I see these.

Rebecca: Okay. Okay. Just one minute, please. So next, I'll ask you to complete some tasks and I just want to tell you again, that we're not testing you or your technical abilities at all. So as much as you can just please think out loud while you're using the app, because we want to hear all the good and the bad, everything that you're thinking.

P10: Okay.

Rebecca: So from this dashboard screen, if you wanted to set up the VPN, how would you do that?

P10: Okay. Maybe VPN is when you use the, your connection with your computer or telephone and the VPN permit you then not to see the IP number. When you navigate and it's, for example, I connected with my computer to Italy, but the VPN secrets, the, the number of my IP and don't see another people. I navigated from Italy, but for another country, for example.

Rebecca: Okay.

P10: Okay.

Rebecca: And how would you set up the VPN?

P10: Sorry? I don't understand.

Rebecca: How would you set up the VPN?

P10: See if I know they have for VPN.

Rebecca: Sorry?

P10: If I know they have for VPN or this app?

Rebecca: I'm asking if you wanted to set up the VPN in this app, how would you do that?

P10: Okay. Maybe the app VPN I know, it's, I don't know. Another app for the VPN. It's the only for the first time, because I use the, usually from my computer and they use the, the VPN from my university for access to the service library for download the material for the study. Only this I know.

Rebecca: So within this prototype now, how would you set up the VPN?

P10: Sorry?

Rebecca: How would you set up the VPN?

P10: Okay. Set up. Sorry. Okay. Set up. Okay. *Be a master... When you are connected your can browse, like you're anywhere in the world.* Okay. *Stay super private. Don't fret about public Wi-Fi, binge watch, worldwide…* Okay. In this moment, I see the what's the VPN do with my data and what the VPN protect with my data. And when I navigated on internet or when I access to public Wi-Fi.

Rebecca: Okay.

P10: Next. Okay. *Using a virtual private network, VPN, is like going undercover while you are on internet. We provide VPN service that allow you to be on…* okay *…from anywhere in the world, while we respect your privacy and take strenuous measures… it doesn't mean that you are totally unknown to us and that we don't collect…* okay. Perfect. In the first sentence, the VPN protect my data in a what, where the place in the world, I, I see and protect my data and no, don't collect my data when I navigated from internet or from the app, *…this section of the VPN policy, we will like you to know what kind of personal data we collect from….* Okay. And in the second session, section, sorry, the, the app would like to know what type of data collected or not, and *…we treat this data differently…*

Rebecca: Is that something you usually read through when you were setting up an app?

P10: Sorry?

Rebecca: Is this something that you would usually read when you are setting up new apps?

P10: Yes. Usually read it. Yes. *We treat these data are different than we know for hundred application, and this can be such a sensitive matter. So we want to, you understand clearly how to process heat on what legal basis to whatever we transfer for this clause out to long retain...* Okay. *Personal data collection.* Okay. I understand. Okay. *Accept.*

Rebecca: Okay.

P10: Okay. *Security would like to add VPN configuration. Activity in this iPhone may be filter…* Okay. Yes, because what I read the before. *Allow.* Okay. And I see, okay. The VPN maybe if I want to connect when I navigated to the internet. Okay. The location, it's, maybe I change location or is this because I from Italy. Okay. Maybe chage... Okay.

Rebecca: This part isn't clickable but you can tell me more about like what you would do?

P10: Okay. When I read every where on this screen. Okay. *Network Scanner. How scan for sketchy stuff every time you connect to a network*. Okay. I love this. Okay. *Your connection isn't secure…* okay.

Rebecca: And what happened with the, the red bar, what happened there?

P10: Okay. Maybe it's the information. It's very clearly, it's simple to understand.

Rebecca: Okay.

P10: Okay. The free plan indicated there. Perfect. Okay. 50 megabytes for a week. It's the information very clearly. And it's very simple to understand every single part of this, this app. Okay. I click on *connect*.

Rebecca: What happened… sorry. Can we go back for just one second? What happened with this, this red message? What is that?

P10: Okay. *Oh no, a big red bar. Please check your…* Okay. In this notification made mean, okay. Because in this case I don't have the internet and I to put my intern, put the internet on my phone for connect to the VPN…maybe it's… okay. And when I connect to the VPN, the internet on my phone, I connect to the VPN maybe.

Rebecca: Okay. And what would you do to try and solve this problem?

P10: Okay. Hmm. I do the internet, for example, on access on my data, internet, or my wifi because the first sentence do that they protect my data, my data, if I connect with the public wifi and for, and for this reason, I put the, internet with, for example, with wifi public.

Rebecca: Okay. Thanks.

P10: Go on. Okay. *Connect*. Okay. In this time, *VPN is connected*. Okay. And the image is very clearly with the green... Okay…with symbol… *pause, it's safe to pause when you are on your home network...* Okay. Is there is a possibility if you click on *pause* and the stop, the VPN. Okay. Perfect. The, the quantity of MB I consume when I go on internet network. Okay. Perfect.

Rebecca: And based on what you see here is the VPN working now?

P10: Yes. Maybe if I, the VPN working, because I see the image with the symbol green,

Rebecca: Uhuh. Okay. Thanks. And have you seen or worked with anything similar to this?

P10: In this time?

Rebecca: With the VPN? Have you seen or worked with a VPN before?

P10: Not only this.

Rebecca: Okay, thanks. So now if you wanted to return to the dashboard, how would you do that?

P10: Okay with the dashboard? Okay. Maybe a click on this. Okay. And I go on the dashboard.

Rebecca: Okay. Thanks. Okay. So next I will show you the second prototype.

P10: Okay.

Rebecca: And just one moment. So this one will look familiar because it is a similar version of the one you just saw.

P10: Okay.

Rebecca: So when you're ready, you can click on this prototype.

P10: Okay. I'm ready. Okay. In the similar in fact. Okay. The first message you… *protect your device from the attacks or threats online*. Perfect… *Connect safely no matter where you are. Safeguard…* Okay. Maybe it's a very, very, very similar to the before proto, prototype and okay. Yes. The two message. It's very clear to understand. Okay. *Protect my data with attacks online, protect my data…* and we've met with the password or, and …*disguise your location...* Yes. It's a very similar.

Rebecca: Okay.

P10: Okay. *Get started*.

Rebecca: And what do you see here?

P10: Sorry?

Rebecca: What do you see here?

P10: Okay. I see. Okay. Three message now, one for the VPN. Maybe it's the same before. *Webshield*. Okay. For the *device protection*. Perfect. And *Breachguard* and in, in the three message I see they set up, maybe I think I can set up a single one or VPN or Webshield or Breachguard. And maybe it's more clearly than before, because I set up singular sentences before respect, before prototype.

Rebecca: Okay. And why is this one more clear to you?

P10: Because I see them, the, the possibilities set up for every, every sentences.

Rebecca: Okay. Thank you. And now if you wanted to set up the VPN, just like before, how would you do that?

P10: If I set up a VPN, I click on set up. Okay. And *VPN, whether you are watching cat videos or checking your bank...* Okay. And *stay truly private, connect worry-free, get worldwide con…* right. Okay. In this, in this screen, I see every single things that VPN do on my phone or for protect my data. And maybe it's now for more clearly than before, because the, it major help me to understand so much respect before.

Rebecca: Okay.

P10: And okay. It's more clearly. And I understand every of the sentences. Okay. Now click on *next*. Okay. *Using a virtual… is going… in the world… VPN is the collection will be a, we would like to know…* Okay. … *collect...* Okay. Is the same than before. Okay. *Accept* obviously. Okay. *Security would like to add a VPN… network activity on this phone may be filtered...* Okay. Because I… okay. *Allow*. Perfect. Okay. The, this screen, maybe it's the same than before. Okay. For the task for connect to VPN, the location network scanner, obviously *allow* and I see the possibility of the consume of 500 MB okay. Maybe it's the same than before. Yes. Okay. And they click on *connect make sure you connect when working with sen...* Okay. I see

the sentence with the descrip, the sentences, if I choose to connect when working with sensitive info. Okay. That's very important. Okay. Click on *connect…*

Rebecca: And what happened here?

P10: Okay. Maybe how it happened, it's more information to, for to, to to help for me. And maybe it's a, the better than before and now the message, the red messages, *please check your internet connection and try again*. Okay. Maybe this sentences than before it's more clearly. And I understand better than before, because the sentences are more immediately than before.

Rebecca: More immediately. Okay. Okay. Thank you. Okay. And what would you do to fix that problem?

P10: Okay. Maybe I connect with a public Wi-Fi because this app protects me or I put the, I on the internet data on my phone.

Rebecca: Okay, thanks.

P10: Okay. Connect. Okay. Okay. Now the VPN is connected because it's the same image than before with the symbol green… and okay. The pause… free plan. Okay. Location. Okay. The same as than before. Okay. It's now I am, I am I saw that VPN is connected with my phone.

Rebecca: Okay. Okay. And what do you think the app means by connected and pause? What does that mean?

P10: Ah, okay. Hm. I think that when I click on *pause*, the VPN is not connected and I go on the internet with, the, and my connection is not protected. It's every single person can, can find my data on internet and I, every single person it's not in protected connection when the VPN is paused.

Rebecca: Okay. And when it's connected, what does that mean?

P10: When it's connected to the VPN, protect my data and protect my IP address, protect my data, sensitive data and protecting my location. If I connect, for example, to Italy is not see other person, my location from IP, maybe.

Rebecca: Okay. Thank you.

P10: Okay.

Rebecca: And if you wanted to go back to the dashboard, how would you do that?

P10: Okay, I click on X.

Rebecca: Okay, thank you.

P10: Okay. Yes, I can go on.

Rebecca: So now we will move to the third prototype. And once again, this is a similar version of the one that you just saw, but it's slightly different. So when you're ready, you can start with this one.

P10: Okay, I'm ready. Avast One. Okay. It's okay.

Rebecca: And what do you see here?

P10: I see to block off message. The first is okay. The sentences it change than before… *block malicious email and websites*. Okay. It's more clear than before because the, the sentences, it's a *block malicious email and website* for me, it's more clear than before. Okay. *Encrypt your internet connection, monitor your lea...* Okay. Now the sentences, for me, it's more clear than before and the message is more immediately and I understand better than before.

Rebecca: And why do you think that's more clear?

P10: Because the, the word for me, it's more for provide me more information, but in the sentences is it's too small than before. Okay. Okay. And I click on *start* now. Okay. Okay. Now again, three message. Perfect. Okay. Okay. For me, it's too much information than before and okay. VPN more sentences, but in now there is a possibility to set up single message. Okay. It's okay. Okay. Both before. Okay. But for me, it's more sentences to read for open the message, but, okay.

Rebecca: Okay, thanks. And so what would you do to set up the VPN?

P10: Okay. I click on *set up*. Okay. The perfect image than to me the information. *Safe data transmission, prevent...* Okay. *Remote and foreign access, uncompromised browsing speed*. Okay descrip... Maybe now it's the word it's too small than before. And more sentences than before. And maybe the best, the second prototype, prototype, yes, than before… than now. Sorry.

Rebecca: Sorry. Did you say that you, you said the second one is, is better than this one?

P10: Yes, yes. Yes. The second.

Rebecca: And why do you say that?

P10: Because the, maybe I remember that this, the first sentence, *safe data transmission* in the second prototype is too big than now. And maybe the sentences it's too small than before now. Maybe the second is the best.

Rebecca: Okay.

P10: Okay. *Continue*. Okay. *Using a virtual…* Okay *…like going…* is the same than before and the first okay. *Accept*. Okay. Obviously. Okay. *All network activity on this phone may filtered or monitored when using VPN*. Okay. The sentence it is now it's perfect. Okay. Because I, so, okay, *allow*, perfect. Okay. Now the dashboard, perfect, is the same than before. Okay. And the, before app it's not to write *start*, but *connect*. And maybe even the word *connect* is the better than *start*. Okay. And in *limited* if for me, it's not good, but I prefer the free plan because limited, I think is blocked when I use it.

Rebecca: Okay.

P10: Location is the same? Okay. *We recommend connecting to the VPN at all times to protect...* Okay. These sentences perfect. *…when banking online...* Okay. It's very important to do these sentences. Okay. *Start. Sorry, VPN could not turn on, please try again.* Okay. Maybe it's the second message is the best because I saw immediately then my internet is not going, not working. And in this message, it's not very clearly. Is the prefer the second prototype.

Rebecca: Okay.

P10: Okay. And in, in this case, maybe obviously I, try to go on my connection to see is working, but it's not very clearly to understand. Okay. I click on *start*. Okay. Yes. The, the first image the same when they symbol green, *…your internet connection is secured…* okay, perfect. *Pause VPN when you don't need it to ensure maximum internet speed...* Okay. Maybe a lot. Okay. Is the same because I know what I wa… what I do to pause VPN, but okay. And when the *used data from your free plan*. Okay. Now it's clearly, it's a free plan. And the, I prefer the 500 to zero in, instead zero to 500. Maybe it's the best for me. Yes.

Rebecca: Sorry. Do you mean the order of the numbers?

P10: Yes. Yes. Yes. The order of the number. Too big, too small, instead too small or too big. Okay. Okay. Hmm. It's clear but the second for me is the best.

Rebecca: Okay. And on this screen, what do you think enabled and disabled means.

P10: Okay. What is enable? Ah, okay. Maybe I, okay. It's clearly obviously because VPN enabled to protect your connection but VPN connected is the better for me.

Rebecca: Why do you think *connect* is better than the *enabled*?

P10: Because *connect* is more immediately and *enabled* means that is enabled to do something and connect is more clearly. If you do on internet and connect to VPN for protect your data, maybe connect is the best word.

Rebecca: Okay. And when you say more immediately, what you mean by that?

P10: I mean that the message arrived immediately on my, on my eyes to, I recognize the message more immediately than another word.

Rebecca: Okay. So you understand?

P10: Yes.

Rebecca: …you understand more quickly, is that what you mean?

P10: Yes, I understand more quickly.

Rebecca: Okay. Thank you.

P10: Okay.

Rebecca: And so from this one again, how would you leave this screen and go back to the dashboard?

P10: Okay. Maybe click on X. Yes. I turn on the dashboard. It's…okay.

Rebecca: Okay, thank you. So now we are finished with the three prototypes, so I will stop sharing my screen. And then I will just ask you some questions about what you remember from the prototypes today.

P10: Okay.

Rebecca: So if you wanted to tell a friend about this app, how would you describe it?

P10: Okay. If I tell my friend I, okay. I, I do it. This app protect you when you go on internet on your, when you use your phone and protect your sensitive data and protect the location, when you connect on internet. And it's more simple to use because you are just on this app and you click on connect or enable, eh, and you protect your data. And when you don't protect your, you don't want to protect your data, you click on pause and they are, it's not working for protect your connection. Maybe I, I do this.

Rebecca: Okay. And if you wanted to tell your friend what a VPN does, what would you say?

P10: It's instrumental for protect your data and protect when you, maybe the IP address and when you use the internet and it's blocked, they spam email or block that your sensitive data go on the, every site on your go on internet and protect you on the virus when you navigated on website.

Rebecca: Okay. Thank you. And so looking back and remembering the three different prototypes that you saw today, are there any messages that stood out to you? And which ones?

P10: Any mess…? Okay. I remember the, the message when I click on connect and the, the app, it's not working because I don't have a connection with my phone. And I search on my phone to go on my connection or public wifi… or working in the app, obviously.

Rebecca: And what stands out to you about that message? Why, why do you remember that message?

P10: Because it maybe, it's a red message when I click on the, on the button. And maybe, okay, because the red remember the, the sentences, it's a very important color to remember the sentences. Okay.

Rebecca: So would you say that you remember that message because it is red in it caught your attention more than the message by itself?

P10: Yes. Yes. Maybe it's. I remember for it's red.

Rebecca: Okay. And you said that the… I believe you said that the second one was the most clear of the red messages. Why do you think that one is the most clear?

P10: Because it's, the sentences is not too long and immediately say me that my internet not working and in this, in this way, I understand immediately that my internet not working and put my internet on my phone. For example, wifi or my personal data. And for me, it's the best sentence because it's short immediately and very, very clearly.

Rebecca: Okay. Thank you.

P10: Okay.

Rebecca: And so I remember that you said the third prototype had too much information. What did you mean by that?

P10: Because the sentences is too long, then the first or the second prototype, and when the user to read too much much information, maybe it's not very interesting to use this app. And maybe is this when the sentence is too short and too clearly it's, for me, it's the best because the information arrived immediately and I understand the best than on long information.

Rebecca: Okay. So what I understand from that is that when the information is too long, you lose interest in the app…

P10: Yes.

Rebecca: …and you will not understand it because you lose interest. Is that correct?

P10: Yes. Yes. I lost my interesting for a reader every time, the long sentences.

Rebecca: Okay. Thank you. So I also remember that when you were looking through the apps, you spent more time reading the privacy policy, then some of the descriptions that were in the app, why is that?

P10: Because the VPN protect my sensitive data. And for me, it's very, very, very important understand what the app protects because now and today we put the information on Instagram, on Facebook, and every type of site, and maybe it's important to protect my, myself and my information on Instagram. And for me, it's very important to read every single privacy policy.

Rebecca: Okay. Okay. Thank you. And I think, I also remember you saying that the third one, the first page on the third prototype with the two blocks of information was more clear than the other ones. Why did you say that?

Rebecca: I think you said the first page or the first screen of the third prototype.

P10: Is more immediately maybe because I see to block information what the information to say to me. And it's a very clearly to understand because the, the, I see immediately two different block and I consent my interesting into different block into single time.

Rebecca: Okay. Thank you. And can you tell me if there are any other messages that you remember from the prototypes today?

P10: Okay. Any messages. Okay. When click to allow for a protect my, my, my data. Okay. And when I read the privacy policy, the app say me to, if I allow or don't allow then these, and obviously I click allow because I download this app to protect my data and click on allow when I see the message.

Rebecca: Okay. And what do you remember about that message?

P10: Okay. The messages say me the what type information protects me. Maybe, I don't know. Okay. And the message, I don't remember very well really, but maybe they say me that allowed or not allowed to protect my data. Maybe I remember these obviously, but another sentences I don't remember very well.

Rebecca: Okay. Thank you. So can you think of any sites, any websites or any apps that you really enjoy the communication style or the way that they speak to you?

P10: Refer to prototype or another app in general?

Rebecca: Any app that you enjoy using and that you, that you like the way that they communicate, can you think of any apps?

P10: Okay. Maybe it's the VPN. It's very interesting to use for on Facebook maybe. And on Instagram, maybe it's TikTok, social network. It's more protected than another app because there is the, the age of the user. It's more than another app and maybe it's more protect. And when, for example, I use my website of my email. I use the Gmail and obviously the, the Gmail track on my interesting, when I visit another site, maybe I use the VPN for protect this because in this time, in this way, sorry, I protect the, my address to the email spam. I don't receive that.

Rebecca: Okay. Okay. Thank you. And do you like the way, I guess I was asking more about like any websites, not related to VPN, but any websites or apps that you enjoy the communication style? You like the way that they speak to you? For example, like notifications, like the wording of those notifications.

P10: Okay. <inaudible> notification, maybe it's Instagram for the best, because the, the notification is very private to not be going notification on my phone. And maybe it's the better way to communication the, the problem, or when I, for example, in this case, I connect the VPN the best way to the app say notification to me.

Rebecca: Okay. And do you use many apps in English or do you usually use them in your native language?

P10: Maybe I use the most app in my, my, into my mother language Italian.

Rebecca: Okay. And can you think of any apps or websites that you prefer to use in English?

P10: The <inaudible> I use the English, for example, the UserTesting. They are UserTesting. And I use in English, for example, Telegram I use in English. Yes.

Rebecca: What is Telegram?

P10: It's an app messaging, the app for the text message with your friend.

Rebecca: Okay. Okay, thanks. And can you re… what do you remember about the way that UserTesting communicates with you? For example, when you get a message in English from UserTesting, is there anything that stands out to you?

P10: Okay. When the UserTesting. Okay. And then notification, usually arrive me to, on my email. They UserTesting app don't do the notification on my phone. Only for email, and, but maybe is the best to receive the notification directly on my phone, because I understand quickly and I do directly on this app. When I received the notification on the email, I opened the email, I start the message. I click on message. It's the processes more too longer. And when I received the notification on my phone, I click immediately on the notification and open the app immediately. For me is the best to receive the notification on the app and not only from email.

Rebecca: Okay. And would you say that… how do you think of the way they communicate? For example, when they explain things or tell you information, what do you remember about the words that they use or the way that they tell you things?

P10: Okay. When I received the email, the, the site, send me personal message, for example, hi, ["Simone"]. It's, you know, it's a new message for you and it's simple word and when, if I send a message for my friend, okay, and it's this time it's for me, it's very good because I, I take friend relationship, for example, with the app. And for me, it's the very best because I like to, to do typical relationship with the app. Obviously it's not the real relationship, but for me, it's the very nice to do this relation, relationship.

Rebecca: Okay. So you said that you have a relationship with the app?

P10: Yes. For the message, because when the app sent me, hi, ["Simone"], how are you doing? Okay. Maybe for me, it's a relationship, a friend relationship obviously. But okay…

Rebecca: So, so would you say that when the message is personalized, like uses your name and it was more friendly language, it makes you feel like you have a relationship with the app?

P10: Yes, yes. Yes. I say that. I say that.

Rebecca: And what kind of relationship would you say you have with the app?

P10: Friend relationship, friend relationship. For me it's this because when the app used my name, and use, and send message to me, it's for me, it's very nice to receive these messages.

Rebecca: Sorry, go ahead.

P10: And for me, it's very nice to receive these type of messages than, for example, another message to hi, put on my website, for example, for me, when, if he used hi, ["Simone"], how are you? Is the best than another message.

Rebecca: Okay. So would you say that those types of messages remind you of talking to another person?

P10: Yes. I remind you, yes. When he used these type of messages. Yes. I remember these normal conversation with other people at the, not a conversation with another app, for example.

Rebecca: Okay. Thank you. And it sounds like those messages kind of make your day or make you happy. Would you say that when you get a friendly message, it makes you more happy?

P10: Maybe for example, when they received the payment for my interview, for example, okay, make me happy these messages.

Rebecca: And so do you get another message when you get your payment that makes smile or did you just see the payment in your bank account?

P10: Okay. When I see the, the payment with my bank account.

Rebecca: Okay. Okay. Thank you. And can you think of any other apps that you feel you have a relationship with?

P10: Maybe we have the Spotify.

Rebecca: Spotify…

P10: …because, because he obviously called me with my name, ["Simone"], track, my, my music, like my, the personal singer, another and maybe I think I have a friend relationship with Spotify.

Rebecca: Okay. Okay. Thank you. Okay. Thank you so much for all of your feedback today. That was everything that I had planned for today's session.

P10: Okay.

Rebecca: And I said at the beginning that I may not be able to answer your questions while you were looking at the app, but also that if you have any questions now about the app or about the research that I'm happy to answer them now.

P10: Now with the, this app for VPN it's working or not working now?

Rebecca: It is still being designed.

P10: Okay.

Rebecca: Is that what you mean? So we have different VPN apps from the same company, but the one that you saw today, we are still working on it. So it will be working in the future. But right now it is not like in app store.

P10: Okay, perfect. Okay.

Rebecca: Do you have any other questions for me?

P10: No, I don't have any questions.

Rebecca: Okay. Well, thank you again so much for all of your feedback and I enjoyed talking to you today, and I hope you have a great rest of your day.

P10: Thanks. And you. Bye

Rebecca: Thank you, bye.

P10: Bye.

Participant 11 – "Vivian"

Interview with Rebecca S.Vaughan and Participant 11

April 29 2021, 11am CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	27	Associate's degree	Self-employed	Design	$40,000 - $59,999	Advanced	France	Spanish	B2 - Upper-intermediate	TPC	3508639B

Rebecca: Hello?

P11: Hi.

Rebecca: Hi, how are you today?

P11: I'm good, and you?

Rebecca: I'm doing fine. Thanks for asking. So my name is Rebecca Vaughan and I'm a researcher with a company called Avast, and I will be walking you through today's session. So I just have some info that I'll read through here at the beginning to make sure I don't forget anything. So, so we're showing people three prototypes of an app that we are currently working on, and we are just watching how people interact with the apps to see what works best for them and why. Just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal here is just to learn how we can improve the app. So if something seems unclear to you, that's really valuable information to us. And on the other hand, if there's something that stands out as positive, we would love to hear your thoughts about that too. Does that sound okay?

P11: Yes, that sounds perfect. Thank you.

Rebecca: Okay. So if you have any questions while we're looking at the apps, feel free to ask, but with that being said, I may not be able to answer at that time because I want to see how you would interact with it if I was not here. So at the end of the session today, if there's anything that you still want to know more about, I'm happy to try and answer all of your questions then.

P11: Okay. Yes, that sounds good.

Rebecca: Okay. Do you have any questions so far?

P11: No, I am just waiting to see how I'm going to test the prototype. Whether you're going to share a link or something like that.

Rebecca: Yeah. I'll, I'll tell you more about that as we, as we get into it. So we did ask for permission to record this session for internal purposes and the reason for that is so I can focus on our conversation now, and then later I can watch it back to take notes and gather more feedback. So we'll never share any of your personal information, like your name or contact info with anyone inside or outside the company, but we may share demographic data such as your age or your occupation. So do I still have your permission to record the session?

P11: Yes, you do. You have my permission.

Rebecca: Okay. Thanks for confirming. And the last thing before we move on, I just want to confirm that this interview will be about 60 minutes of your time, and then you'll be paid through the UserTesting platform and about one week. That okay?

P11: Yes. And that sounds like, yes, that sounds good. It is always that so that's fine.

Rebecca: Yeah. Okay. Thanks. So we can get started. So can you tell me about the lap last app that you used on your phone?

P11: The last step I used just like general app. It was Revolut. It, I recently got some Bitcoins, so I am like a newbie on it and I am going very often to see the evolution. So, yeah, that was the last, the latest one. Rebecca: Okay. And are there any messages from that app, like notifications, descriptions, errors that you remember getting from from Revolut?

P11: I do remember seeing this small icon sometimes in my notifications. I don't know exactly what it was. Maybe just, I think it's more like about blogs, about articles that they put in the app…

Rebecca: Okay.

P11: …something like that, but I don't get that many. I don't get that many notifications from them.

Rebecca: Okay. And what stood out to you about this one mentioning the blogs? What do you remember about that notification?

P11: I remember. Let me see. What do I remember? Hmm. Honestly, I don't remember that much from the notification. Yeah. I just remember the little icon on my notifications, like in my notification center, but I don't remember exactly what it was.

Rebecca: Okay.

P11: I don't know if I opened actually. Do you want me to see.

Rebecca: No. It's okay. Or maybe you can tell me what stood out about the icon. Cause you noticed the icon before the message, is that right?

P11: Yes. Yeah. So it is, so the icon is white background with the R in black. So I think as the color and because I don't get that many notifications, for example, in WhatsApp, I get quite a few, then like on Instagram as well, but because I don't get that many notifications, I think that's what make it pop out more.

Rebecca: Okay. Okay. Thanks.

P11: Does it makes sense?

Rebecca: Yeah. Yeah, totally. So next I'll show you the first of our three prototypes and what I'll do is share my screen and then I can give you remote access so that you can click through it on your own. And then in the prototype, I have a couple tasks that I'll ask you to complete as if I wasn't here. Do you have any questions before we get started?

P11: No, not really.

Rebecca: Okay. Can you see my screen?

P11: Yes.

Rebecca: Okay. Fantastic.

P11: I think your screen froze. I don't know if you're talking. Rebecca, I don't see you moving or I cannot hear you. Hmm. I see the prototype, I see iOS, onboarding technical, and then other two tabs from Figma. But I cannot hear your voice or I cannot see you. Your screen froze. Let me just send you a message. Oh, I think you left. Oh, I'm just going to wait. Oh, there you are.

Rebecca: Sorry about that. I think that was me.

P11: Yeah. You just frozen? I couldn't hear your voice.

Rebecca: Okay. What was the last thing you heard?

P11: So, no. So I heard everything. It was just when you started sharing your screen.

Rebecca: Aha, okay. So let me share it again. Just a second. Okay. Can you see it now?

P11: Yes, I see it now.

Rebecca: Okay. So imagine that you downloaded this app on your phone. It's called Avast One and it's for mobile security. And what you're looking at here is your smartphone screen. And so, and once you get into the app, you can also scroll on some of the pages. So there may be some info that is there below the normal screen area. And yeah. So whenever you're ready, you can go ahead and click on this prototype.

P11: Okay. So it works pretty much like my phone, like I scroll and I click and everything.

Rebecca: Yeah.

P11: Okay.

Rebecca: There's some places that it's not clickable, just cause it's a prototype, but you can always just tell me if there's something that you would click and real life that you can't click here, you can always just tell me what you would do.

P11: Okay. So Avast One, I saw the small logo of the, of the app while it was starting. Okay. Then I, I see all the information about, yes it is. It's a little tiny, but I am guessing it's because it is in the screen.

Rebecca: Do you want me to make it a bit bigger?

P11: Let me just, no, I think it is better now. I put full screen on my, on my Zoom so think it is better.

Rebecca: Okay.

P11: But do you want me to read all the information and I try to make sense out of it or is just they lay out?

Rebecca: If you can just tell me what you see here and help me understand what it is you get from this page. That would be, that would be perfect.

P11: Okay. So just the general icon, indicates to me security, the lock as well. So it is, yes, it is reinforcing security and safe connection. Yes. *Ensure your data is transmitted safely*. So that is always like really good

information to have, especially now when a lot of companies are being hacked. So that is good. Then I see that my data is safe. The little here. Can you see my, my, yes. Okay. That I thought at the beginning that it had print like enable print to when you are signing in. For some reason, it was just like the first thought I got before reading the information. Okay. I also see, okay. The *start* button that is like, yes, it cuts… it gets my attention, then login if I don't have an account. And then I also see that I can go and read the agreement and privacy policies. So all of the information that I kind of need is here to read and to learn more about Avast.

Rebecca: Okay. Thanks. So without clicking yet, what would you usually do next? If you were on your own?

P11: If I were on my own, I will… Wait, this small plus w, what is it for exactly? Like it's just plus more information, more information? Or is it clickable?

Rebecca: What would you, what would you guess? Would you usually click on it?

P11: Yes, I would probably click on it and then I will expect to see maybe more information about, about the app.

Rebecca: Mhm, okay.

P11: Okay. So yes, I would pretty much go in and *start*.

Rebecca: Okay. And what would you expect to happen when you clicked the *start* button?

P11: Just a sign up form, a regular sign up form. Maybe sign up with Google or sign up with Apple if I'm on an iPhone. So yes, pretty much it will take me to, to the, signup page with a form that I need to fill.

Rebecca: Okay. Thanks. So now whenever you're ready, you can go ahead and click on whatever you would do next, usually.

P11: Okay. Okay.

Rebecca: What do you see here?

P11: Okay. So I, it feels like I'm already in the app because I see this little icon, like if I'm on account and then I see upgrade, like if I already… I'm using a free version of the application, so it is yes. After start. Yeah. It is a little confusing here to see that. Or maybe just the prototype is like that, but after the *start* button, I will definitely see a way to sign up.

Rebecca: Okay.

P11: Here, it looks like I have already signed sign up because I see an *upgrade*, but if I don't have an account, it doesn't make sense to *upgrade* it. You know what I mean?

Rebecca: Mhm, okay.

P11: So yes, I also can see more information. So my VPN that I can set up, set it up to use secure connection. Then I see more information about protecting my, my device. Yes. Set up.. It seems, to me it seems like I already have an account that I am probably on, on my dashboard or something like that, where I need to set up all of these settings to make my account more secure.

Rebecca: Okay. Okay. Thanks. Okay. So next, I'll ask you to complete some tasks and I just want to emphasize again that we're not testing you or your technical abilities at all. So please, don't worry about hurting our feelings. Just speak out loud, as much as you can. We want to hear the good and the bad and everything in between. So, so from this dashboard screen, how would you set up the VPN?

P11: Yes. I will just go here, *set up* VPN. It is pretty, it's pretty clear VPN. I see it in big and then I see the button *set up*.

Rebecca: Okay. So you can go ahead and click on that. And what do you see here?

P11: Okay. So I see more information about, about doing it, so I see why I should set up my VPN. Okay. And then I will do continue.

Rebecca: Okay.

P11: Okay. So I need to accept again the, okay. I need to accept again, the privacy policy, because when I, when I click on start, then I thought that at that moment I was already accepting.

Rebecca: Okay.

P11: So here, yes, it just reminds me that I read something about it in the first screen. Yeah. So I really probably just read this very quickly and then I will accept.

Rebecca: Okay.

P11: Okay so... Yes. This is asking me for access to my, to my settings. So I will click *allow*, cause I am, I am guessing this needs it. The VPN needs it. Okay.

Rebecca: And what do you see here?

P11: Okay. VPN disabled. Okay. It doesn't mean because I set it up, you will be automatically be enable.

Rebecca: Okay.

P11: Does it mean that I need to, yes, here. I'm just asking general questions, but here, I just see that my VPN is disabled, but I, I remember just in the step before that maybe enabled it, it. You know, like with the popup saying that he needed access to my settings. So yes, it is a little weird that it says it is disabled, but I I'm guessing I just set it up and maybe it should be automatically enabled.

Rebecca: Okay.

P11: So maybe I need to click here. Like if I need to activate it, I would do *start* to enable it.

Rebecca: And what happened here? What's that?

P11: *…couldn't be turned on. Please try again.* Hmm. I will. Okay. I will try again.

Rebecca: If you saw that message, the red message. Is there anything else that you would do in real life to try and fix that problem?

P11: Maybe I will go back to see if I had to fill a type of information that I didn't fill, but I don't remember filling any information. I just remember allowing, allowing the, the security, like the small pop up.

Rebecca: Mhm, okay.

P11: Yeah. So I will, yes, try again. And maybe if I had to fill something before then I will go back and see if I am missing something. But then if no, then I would just try again.

Rebecca: Okay. Okay. Thanks.

P11: Okay. So now it is enabled.

Rebecca: And so based on what you see here now, would you say that the VPN is working?

P11: Yes. Yes, it is. At the moment it is working. It is telling me, okay, it is enabled. I have this green icon here checked. There's no something else that is telling me maybe it is not working. Here I also see to *pause* it. So I'm guessing when I *pause* it, it is stopped. So the VPN is disabled, kind of disabled, but at the moment it is working.

Rebecca: Okay. Thanks. And what do you think they mean by enabled and disabled?

P11: So that… so enabled, it will be that they are kind of hiding my information. So maybe my security information, my, my address, like my IP IP. Yeah. So that information it is hidden. And then if it's disabled, then all my information is open.

Rebecca: Okay. And by open, do you mean visible? Or…

P11: Visible and maybe like, yes. I don't know if visible, but it will be vulnerable, vulnerable maybe to, to a hack or something like that.

Rebecca: Okay. Okay. Thanks. And have you seen or worked with anything similar to this before?

P11: So, not on my phone actually, but I have something on my computer that sometimes I need to enable. Let me just see the name of that because I I'm sure I can… wait... Hmm. Just to remember the name of that. Why can't wait…

Rebecca: Are you… Sorry, are you looking for the name of the…?

P11: So yes. It's called Windscribe. So that is something to enable and disable my VPN.

Rebecca: Aha, what is it called one more time please?

P11: Whine, wind, like the wind. Sorry. It's the wind. Windscribe.

Rebecca: Okay. Okay. Thanks. So, and, and you said you use that only on your computer, your PC?

P11: Yes.

Rebecca: Okay. Okay. Thanks. And so the last task for this prototype, if you wanted to exit this page and go back to the dashboard, how would you do that?

P11: I will close it from here.

Rebecca: Okay. Okay. Thanks.

P11: Okay. So now I see that my VPN is enabled. I can pause it straight from my dashboard or I can maybe go to settings and modify it if I need to.

Rebecca: Okay. Okay. Thanks. And so next we will move on to our second prototype and I'll just steal the mouse here just for a moment to go and open that second one. And this one may look very familiar to you because it is this a similar version of the one that you just saw. So we'll follow the same tasks for this one. And yeah. So whenever you're ready, you can go ahead and click on this one.

P11: Okay. So I click, okay. So I have like the starting screen then I have again, the information here. Yes. So here, maybe going back to the other prototype, this is what I meant when I had to say the VPN terms and conditions.

Rebecca: Okay.

P11: Okay. So login, if I already have an account, then I will do it. I don't know if for this prototype, I am supposed to have an account or if I should start here. Do I have an account?

Rebecca: Would, what would you guess based on what you see here?

P11: Yes, I have already an account.

Rebecca: Okay.

P11: I have already an account, so I will do log in.

Rebecca: Okay.

P11: Okay. *Let's do this.* Okay. So *let's do this* for me. Will feel like more if I don't have an account already. Okay. So *let's do this* is start. Okay. And I have the same *welcome to…*, okay. So here again, maybe this is something I don't feel like I have created an account with just clicking on the *let's do this* button. So like in my head I need something like an intermediary step between that button and my dashboard.

Rebecca: Between like the first button on the first page and the page that you see now?

P11: If I don't have an account, yes. If I don't have an account. And if I have an account then yes. Kind of as well, because you need to sign in, so you need to put your information.

Rebecca: Okay. Okay. Thanks. And so can you help me understand what you see here on this page?

P11: Okay. So I see my dashboard. I see that I am using maybe a free version or something that is sadly a bit limited in that. It will be nice if I upgrade because the button in here is quite… it pops. So that's kind of the first thing I see, *upgrade*. Okay then they are welcoming, then the VPN again. So if I need to set up my VPN and enable it, then I will go there. But now based on what I already know, this is just for setting it up, setting it up because then I will need to enable it after it has been set up, then yes. I have pretty much the same information that I had in the other prototype.

Rebecca: Okay. Okay. Alright, and so once again, if you wanted to set up the VPN from here, what would you do?

P11: Yes. I, we go here again, *set up* VPN.

Rebecca: Okay.

P11: Okay.

Rebecca: And what do you see here?.

P11: Okay. So I see here maybe reasons why I should set up my VPN, which at this moment, I think it's, it's not super important or because I have already, so if I close here, can I close here? Or no?

Rebecca: You can, you can try.

P11: Okay. Okay so here. Because here, I already know that I want to set it up.

Rebecca: Okay.

P11: Maybe this information here, I don't need it anymore. And it kind of adds me one more click. Okay. So it is very informative. Very nice. The information is short, but then if I say set up is because I already know that I need to do it. I don't need maybe another reason to do it. So it... Yeah.

Rebecca: Sorry, would you say that you don't find this information important because you already know what a VPN is?

P11: Yes. And what it… could be, yes. And what it could do because here is just *set up*. Maybe there's a button that says learn more, then I, that's the information that I would expect, but here in set up, I will expect just a screen that will let me set it up, because here is not the case.

Rebecca: Okay. Thanks.

P11: So I will go *next*. The button is very evident, I can see it quickly. And then okay, again, the privacy policy. Okay. Then you, yeah. And I would go *accept*. Okay. Then again, I, they need access to my, you know, would you like, would like to add VPN configurations? Yes, I will *allow* that. Okay.

Rebecca: And what do you see here?

P11: Hmm. Yeah, it's kind of the same remark. I would expect it to be already enabled. I wouldn't, I wouldn't expect to have to click on *connect.* Plus it says it's paused, like if in the past it had already been set it up and I had already used it, but now it is paused, but I didn't pause it. So I don't understand why it says paused, if I didn't pause, like if I just gave the access to it. Yeah. So I will connect it right. *Connect.*

Rebecca: And what happened here?

P11: *Oh no, a big red bar, please check your internet and try again.* Okay. So I have some internet issues that is nice that they are telling me why the error, the error. So it must be my internet, so I would check my internet and then I will go connect again.

Rebecca: Okay.

P11: Okay. And then now it is connected.

Rebecca: Okay. Okay. Thanks. And so now, based on what you see here, is it working now?

P11: Yes. Yes, it is working now. It is connected. I see this small icon here that is telling me, okay, it's checked. And then I have this button here that is pause. So it means that at the moment it is unpaused. So it is working for me. *It is safe to pause when you're on your home networks and you need maximum speed*. Okay. That is nice that they tell me when it is safe to pause. So maybe I don't use my, my, how do you say like my limitation here.

Rebecca: Okay. Thanks. Okay. And then for the last thing on this prototype, if you wanted to exit to the dashboard again, how would you do that?

P11: So I would just go here.

Rebecca: Okay.

P11: And yes. Let me just... Yes, it's just here. I will need to close that. And then if I want to go back to that screen, I would probably click here.

Rebecca: Okay. Thanks. And what do you think they mean by connect and pause?

P11: By connected? Here connected and paused?

Rebecca: Mhm.

P11: Yes. So right now it is connected. If I pause it, then if I want to unpause it again, I will need to set it up. So everything is set up. If I want to pause it, then it doesn't mean that I will need to set it up again.

Rebecca: Okay.

P11: So yes, if I pause, then it will be like, you will stop. And like they have mentioned it is safe to pause when I am in my home network, but then it doesn't mean that when I am paused, then I will need to, for example, accept the terms and conditions again. Okay.

Rebecca: So you're saying that if you pause it, then you would need to do the setup process again?

P11: Yeah, that's correct.

Rebecca: Okay. Okay. Thanks. Okay. So that was the last task for this prototype. So now I'll just open the third one and I'll steal your mouse again for just one moment. And once again, this one is a similar but different version of the ones you just saw and we'll follow the same steps as before. So when you're ready, you can go ahead and click on this one.

P11: Okay. Okay. Okay. Again,

Rebecca: Can you help me understand what you see here?

P11: Okay. So it's the same kind of information, the same layout, the same icons that tell me about reinforcing my security on my device and all of that. Then they *get started* and *log in* button. Again, if I don't have an account, but then I am trying to think, why would I need an account? Maybe if I want to upgrade

Rebecca: Mhm.

P11: …at that moment, I would need to create an account. So maybe if I want to use just the free version, I don't need to create an account because it is from my phone. Yeah. And then log in, yes, log in will be

maybe more if I, if I have maybe a paid, a paid account, I'm just trying to think, because I already know that if I click *get started*, it will probably just take me to the dashboard. And I didn't expect that at the beginning. So maybe trying to understand why I didn't expect that. So yeah, maybe I don't need an account to use this, this application, so I'll go *get started*. But then again, here, if I do either *get started* or *log in*, I will automatically accept terms and conditions, so I'll do *get started*.

Rebecca: Okay. And what do you see here?

P11: So I see pretty much the same information. According my VPN, my *Webshield*. I see that I need to set up all of this in order to use it because maybe it's, I am new here because it said, *get started*. So yes, definitely. I am. I am new, so I don't have any of these set up. So I need to set up these three settings.

Rebecca: Okay.

P11: And then here, yes. Then here, I don't understand that little icon because if I don't have an account. It would, yes, if I click here, I will be, I will expect to see my account information, but I haven't created an account.

Rebecca: Okay. Okay. Thanks. And so once again on this one, if you wanted to set up the VPN, how would you do that?

P11: So the VPN, I would do it here again. Yes. Because it is the easiest. Maybe I can find it from here as well. I don't know if we're from here as well, but this is the first thing I see. It's very clear that it is here when I need to set it up.

Rebecca: Okay.

P11: Also here they are telling me some information. What happens when my VPN, because my VPN is enabled, *…it's hidden from the world… browse, bank, and…* okay. So yes, I will do *set up*. So I, again, I have thing for me, more information. So yes, it is very useful information, but if I already know that I want to set it up, I know the reason why I should set it up. So I'll go *next*. Then, yes, again the privacy policy. It's like you've… Yes, because I'm trying to think in the first two screens I see *by proceeding you accept to the privacy policy…* makes me feel like this is another, maybe another product or something else? If I need to accept again, like they, it is not the same privacy policy. But then now when I, I'm in the dashboard, I see that I need to also set up the Webshield. So maybe that has different terms and conditions and privacy policy, like every setting that I need to do, they have their own privacy policy. And actually, I, I think it is really good because then it emphasize about privacy policy. And I'm guessing if I am using this application is because I am concerned about, about my security and my privacy on my phone. So I think it is, it is great that this information is here because yeah.

Rebecca: Okay. And, and would you say that these are the, you would usually read through these privacy policies on your own?

P11: Hmm. I don't think so. Yes. I think I'm the type of person. Okay. I'm I may be concerned about some stuff like about my data, but I'm not that much.

Rebecca: Okay.

P11: For example, for free applications. Okay. I know that somehow they need my, they need to, they need my information. So maybe a little bit more than I was a couple of years ago, but at the moment I will maybe just scan very easily, very fast, but I wouldn't read, like all of it.

Rebecca: Right. Okay. Okay. Thanks.

P11: So I would move, *accept*. *Would you like…* yes, I will add my VPN configurations, *…may be filtered… all network activity*. Okay. So I will say *allow*, okay. And then here I will go *connect*. So again, I don't understand why it's says it's paused. For me, if it says it's paused it's because it has been used in the past and then I paused it. So I will go *connect*.

Rebecca: And what happened now?

P11: Again, *please check your internet connection and try it again*. Okay. So I, I have a small internet issue, connection issue, so I will just try again.

Rebecca: Okay.

P11: And then at this moment it tells me VPN is *connected*. *My connection is safe and private*, so I can go ahead. And then be… be… yes, and be… and be, how do you say, certain that my information is protected.

Rebecca: Uh huh.

P11: So again, there is the small icon here, *…safe to pause…* again, they are telling me here when it is pause to safe… to when it is safe to pause. Yeah.

Rebecca: Okay. Thanks. And so when you saw that red error message, is there anything you would have done to try and fix that before you tried again?

P11: We'll maybe just look up here and see just like a real, really quick. I will go up here and I will look at my wifi. My wifi is strong and my signal here is strong, I would just try again. Maybe there was a small moment where my connection was down. So I would just try again.

Rebecca: Okay. Okay. Thanks. Okay. And once again for this one, if you wanted to exit to that dashboard, how would you do that?

P11: Let me just go down again. Yeah. I will just close here.

Rebecca: Okay. Okay. Thanks.

P11: Yes.

Rebecca: So, so that's all for the prototypes for today, and now I'll just stop sharing my screen. And I'll ask you some questions about what you remember from them today.

P11: Okay.

Rebecca: So, so to start out, if you wanted to describe this app to a friend, how would you describe it?

P11: So I really tell my friend that this is, this is an app that you can use to, to be more in control about your information. So to make your information safer, for example, if you're browsing something related to work, to work that is very private or even personal stuff, then I really, yes. I recommend them the app. I will tell them also that it seems pretty secure. I mean, all the information regarding privacy, regarding the terms and conditions. And also it, it seems like pretty well done. I mean, the colors used doesn't seem like a scammy app or something like that. Yes. And then that is very easy to, to pause your VPN in and unpause it, that

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you can do it very easily, just like from the dashboard, like I could see and that you don't need to create an account to it for free that's, that's what I understood.

Rebecca: Yeah. Okay. Thanks. And what about the VPN specifically, if you wanted to describe a VPN and what it does to your friend, how would you tell them about it?

P11: So I will tell them that it blocks your information from being, yes, either shared or yes, just being vulnerable, vulnerable, like I said. But you can be sure, like, when your VPN is, is enabled, then you can make sure that nothing can, nobody can see what you are doing on your phone or what you are browsing.

Rebecca: Okay.

P11: So yes, that it allows them to have the security and like the certainty that their information is safe and then that they can, yes, I know some people who have used it in the past for, I haven't, that's not the reason I have it on my computer, but I like to use a Netflix account from another country, or I think it is, it is the same, like you could use that. So like, maybe if I, like, if I am interested in watching a series or something that is not available in France, where I am right now, then maybe I will use that. I don't know. So yes, maybe if we're having just like something that is, okay, just watch a series, you're still paying for your Netflix account, it's just that it is not available in France, so then just do it.

Rebecca: Okay.

P11: …to do that as well. So, so yes, it can be useful for many things. Like for very, let's say serious things as your work, if you need something to be very private for your work. And then also if you want to watch a series that isn't available in your country.

Rebecca: Okay. Thanks. So now looking back at the three different prototypes that you saw today, are there any messages that stood out to you?

P11: The messages… what are you really, really liked, I think I mentioned it before is when you are paused, when you have the pause button, then under it, it tells you, okay, it is safe to unpause at your home's network. So I really like, you know, like that piece of advice, because yes, maybe you are in a free account and you don't want to use to use it all in one day, or I don't know how much is the quota that you get for free. What other messages? Yes. Just the small messages that you get. When you say set up, they are telling you, the reasons why you should. So in case you don't know, or in case, you know just a little bit, like I do, then it is very useful for you, to okay, to kind of confirm. Hey, this is the confirmation why I need this app, why I need to enable the VPN, to activate the VPN on my phone. So there are reasons for you to go ahead and continue with the process.

Rebecca: Okay. Okay. Thanks. And which one of those stood out to you the most? Which one do you remember the most?

P11: I don't remember. I just really very, very fast. And actually it was like three prototypes where I'm guessing you have the same information? I don't remember. Hmm. Yeah, I don't remember.

Rebecca: Okay. And could you tell me a bit more about why you thought it was the same information on all three?

P11: I think the layout, the layout was the same, then there was, saw the icon, and then this small like title, and then the text. Okay. But now that you're saying that I think the first one, in the first one, you will see a little bit longer. I'm trying to remember. Maybe it was a little longer in the first prototype. Maybe I am not sure about that, but Hmm. Yeah, maybe it was a little longer.

Rebecca: Okay. Okay. Thanks. And I remember you saying… so on the first page, I think you noticed that the buttons at the bottom said different things. And I remember you saying that the one that said *let's do this*, that made you think more, that you had an account. Do you remember why you said that?

P11: Okay, let me just remember… *let's do this* and then under there was *log in* as well. Yeah. Maybe it's because everything is already set up and you just do it. It's not like you need to *get started*, for example. Like *get started* means. Okay. You, you don't have an account. *Let's do this* is maybe. Yeah. I, I actually don't know right now. I'm not so sure about *let's do this*.

Rebecca: Okay.

P11: Yeah. Maybe I would say it's because everything is already set up, so let's just do it, let's just activate, activate it.

Rebecca: Okay. Okay. Thanks. So what I'm hearing is that like, it makes you think that you don't need any further steps to like get started, whereas get started makes you feel like you're at the beginning.

P11: Yeah, actually, what you're saying makes sense. It makes sense. It makes sense because, okay, let's, *let's do this*. It means you don't need anything. You don't need to do anything. Like you will just get to this dashboard. That actually is because actually you don't need to create an account. So yeah. It makes sense in the, in this, yes, in the sense that, okay, let's do this and then you get to a dashboard, but it's because you don't need any extra information. Like, I don't need to create an account in, like, if I'm correct. That's that's what happens when you, when clicking that button, you don't need to feel these intermediate step without what I was talking about in the first one, because you don't need that. You can just start it without doing anything extra.

Rebecca: Okay. Okay. Thanks. Okay. And I also remember you saying that it didn't look like a scammy app. Could you tell me more about what you meant by that?

P11: Yes. Like there are some apps that, you know, maybe they look not really well done. The text is not very clear as well. Maybe it can be too technical or it can be just too friendly, let's say, in the sense that it is not very professional. I think this one has, okay, has a small combination of, of that friendly language. When you say *let's do this*, but it's kind of a way to, to, to also tell you it is not the most technical application. So that wording at the end, at the beginning, it was, it was, okay, it was something friendly. And then the other texts, it just seemed professional. Just the layout of it, the colors. So the colors, I think look very professional and like a trust, a trusty product. Yes. And all the information, the layout in general seemed pretty, pretty good.

Rebecca: Okay. Okay. Thanks. And now you just mentioned that if the wording of something is too technical or too friendly, then it might come across as unprofessional. Could you tell me a bit more about what you mean by that?

P11: Yes. So sometimes, and especially like with all the security then, like when you are also getting a, an account because you want to get stocks or stuff like that, sometimes it seems too technical and depending on the, on the target audience, maybe it can be a problem because, okay. I'm not the most specialized person in, you know, like in VPN or, just security. So I want to learn, but I want, I want a clear message. Not too professional, like not too technical. Sorry that I, at the end, I don't understand anything, but also not so close, you know, like not too much friendly. I don't know. Like how could, could I say that? Yes. Maybe like the word at the beginning when it says welcome, Hey you, or something like that, you're a bit too friendly. But still, I think they like in the whole context, then it will be something that I will be interested in. Yes, it is. I think it is finding the right balance between being not too tech, again depending on the target audience, but

it's not being super technical that people don't understand what you are saying and the reasons why you should activate or why you should use that product. And then just the super friendly, the super friendly language that okay. Tells you very vaguely all of the information.

Rebecca: Okay. Okay. Thanks. So what you're… what I'm hearing is really with either one, you may not get enough information because you wouldn't understand, whereas the pro… the technical language may leave you not understanding the terms they use, and the friendly language may be too vague and so you're still not getting enough information, would you agree with that?

P11: Yes, it is exactly like that. And then also what I really like is like, they give you, they give you short text, but it's kind of direct, okay. It is giving you reasons. So for example, when you say set up and they give you reasons why you should, why you should do it, why, why, why it is important to have that.

Rebecca: Okay.

P11: So, so yes, it is exactly that finding the right balance.

Rebecca: Okay.

P11: And the right amount of information as well. Like you don't, yes, for example me, I don't, I wouldn't like to read too much information as well. Like I will be really prefer direct messaging over having a lot of information to read.

Rebecca: Okay. And is the reason for that, that you just don't like reading it or it takes too much time? Or, or what, what is appealing to you about having shorter messages?

P11: I feel it's just like, if I want more information about that, then I will go like and do research on it.

Rebecca: Okay.

P11: Maybe I will go on my computer and I will start looking, okay, what is a VPN? Why do I need it? Like, I will, I will go away from the application because the application, of course, they are always going to tell you the good things about it, right, and why it is important. But okay, you don't know if maybe there's something that you shouldn't… Maybe, okay, I know that it makes your information safer, but if I don't know about a VPN, then I will be like, okay, but what are the con, the cons of using a VPN? So we just go out of the app. Like if I'm not sure about an application, I would go for both reviews, I will go, for example, to blogs or another, another point of information to get more information about the product or about the service. But in the app, it kind of, okay, I know why I wanted to download it, then I get information, kind of small information, but like, I already know about it.

Rebecca: Okay.

P11: Like, if I need extra information, then I, again, I will go to another point of information.

Rebecca: Okay. So what I'm hearing is that you would do research before you decided to download the app in the first place. And so by the time…

P11: Maybe, maybe I will download it. I will just quickly look at it, and if there's something that is not clear or that seems a little bit vague or not informative enough, then I will go and look on Google, for example.

Rebecca: Okay. Okay. Thanks. Okay. And were there any other, like messages that stood out to you from the app?

P11: Yeah. So there was a message about try again.

Rebecca: Okay, yeah.

P11: So because in the three prototypes, the, the language used was different.

Rebecca: Okay.

P11: If I remember, well, in the first one, they didn't really give me a specific reason. They just tell me, like, this is not working or something like that, please try again. Were there… the other two, I think they, okay, I, I remember they were not the same amount of information, but they pretty much tell you a reason. In just telling you a reason, it doesn't leave you with this question, okay, did I do, did I do something wrong? Do I need to go back and I had to check something that I didn't? Okay. Maybe it is more about you not doing something right. When they tell you, okay. Is the internet okay, you already, you know. Maybe even if it's not true, but they are giving you a reason. Okay. Like it might be the internet. So check your internet and try again. I think I would prefer like a message that tells me a small, like a reason than leaving it, leaving it to me and not knowing exactly what to do.

Rebecca: Okay.

P11: So that was the, the message. Yes. I think that was one of the messages that I, I understood.

Rebecca: Okay. And so what I understand is that, like, for the message that didn't give you a reason, it made you think that it was your fault or that you, that you were taking blame for it. Is that correct?

P11: Yeah, because immediately I thought about going back, but then I remembered that I didn't have to fill anything specific, you know? So it was just like, okay, maybe I did, maybe, maybe I didn't click on *allow* when I had to click on *allow*. So it was something like, yes, like you said, blame on me. Well, like to that extreme, but maybe I did something wrong. When they are telling you, okay, it's the internet, okay it's the internet, it's not your fault and they are giving you a reason. Even, even if it's something that you should have checked, then just giving you the reason for it, it will be better.

Rebecca: Okay. Okay. Thanks so much. And can you think of any websites or apps that you really like their communication style and that stands out to you?

P11: Okay. So Slack.

Rebecca: Slack!

P11: Yes, I really like Slack. I think their website and their applications, both desktop and mobile are pretty good. I mean, they just, okay, giving the fun side of something serious, like as work. It kinda makes you feel closer to it and give you more enjoy, enjoyability I don't know if that's a word, but it makes you like, yes, when I compare, for example, Slack with Teams, I would definitely prefer Slack for example. Because it's funnier, okay, you can add different comments and you can, yes, it is fun. It is fun to use Slack and then their website. I really like how the information is structured, also the icons, they use the colors. So that will be one. Then Revolut, I think again, going back to Revolut, but the application is pretty good because again, they make something that is very serious as stocks and Bitcoins seem fun. Maybe it's because of the colors they use, maybe because of the, again, the language they use, the icons, everything makes it look fun. And at the end, you, okay, you are doing something that is hard. I mean, serious, but it, it takes less time. Okay. So then there's a banking app that I really liked. So it is for freelancers. I don't know if it is somewhere else. I know it is in France, it's called Shine

Rebecca: Shine, okay.

P11: And it is an app for freelancers. And then in this application, you can send invoices, you can send, how do you say estimations to your clients, and again, again, like just dealing with all of that stuff, it can be hard. Okay, and if you don't have, let's say the right tools in the right place, but they make it something, they make it look something very fun to do.

Rebecca: Okay. Okay. Thank you so much. That was super helpful. And yeah, I really appreciate all your feedback.

P11: You're welcome.

Rebecca: So yeah, we finished everything that I planned for today's session. So I mentioned earlier that I might not be able to answer your questions while we were going through the app. But is there anything now that you would like to know or do you have any questions for me before we end today's session?

P11: Yeah. I would like to know if you need to create an account, actually <laughs>.

Rebecca:Yeah.

P11: Like that is something that I was like, okay, maybe that is that you don't need to do, or maybe it is not in the prototype.

Rebecca: You only create an account once you upgrade. So like the free version is totally accessible without creating an app. And like also the way that Avast accounts work is that you create one account and you can either do it online or through the app, but then once you create an account, you would use it to log into all your Avast products. So it's kind of like the last step after you do all the setup and stuff. So yeah, you do eventually create an account, but you don't need to create one to use the free version of the apps.

P11: Okay. That is pretty good because you know, like they like the product, the product is to kind of protect your information, so, okay. Why would you need to create an account if you are not upgrading? I think that is really good that you are not just making people put their information just for the fun of it or for getting data. So, yeah, I think that was one of the only questions I had. Yes. After everything seemed seemed pretty clear, the information as well. It looks like a very nice application.

Rebecca: Okay. Thanks so much.

P11: Yes, thank you. I hope this is helpful.

Rebecca: Yeah, it really was. Yeah, it was. It was awesome. Thank you again for all your feedback and yeah, it was great to meet you and I hope you have a lovely day.

P11: Yes. Thank you. You too. And good luck with your research.

Rebecca: Thank you so much.

P11: Bye bye. Ciao.

Rebecca: Bye.

Participant 12 – "Ricky"

Interview with Rebecca S.Vaughan and Participant 12
April 29 2021, 1pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Male	22	High school or equivalent	Self-employed	Media Production	Less than $19,999	Advanced	Italy	Italian	B2 - Upper-intermediate	CPT	3508639C

P12: Can you hear me?

Rebecca: Yes, I can. Can you hear me?

P12: Oh, okay? Can you see me?

Rebecca: Yes, and you can see me, right?

P12: Yeah, yeah, yeah. Hi.

Rebecca: Hi, how are you today?

P12: Nice. Nice, nice. Thank you. How about you?

Rebecca: I'm pretty good. Thanks for asking. So my name is Rebecca Vaughan and I am a researcher with a company called Avast, and I will be guiding you through the session today. So I just have some info that I'll read through to start out. So I don't forget anything, including a quick overview of what the session is about. So we are showing people three prototypes of an app that we're currently working on, and we are just watching and observing how they engage with the app to figure out which one works better for them and why.

P12: Okay.

Rebecca: So just to be clear about our intentions, we are not testing you or your abilities at all. So the goal is just to learn how we can improve our app. So if there's something that seems unclear to you, that's really valuable information to us. And on the other hand, if there's something that stands out as positive, we would love to hear your thoughts about that as well. Does that sound okay?

P12: Yeah, yeah. Perfect.

Rebecca: Okay. So if you have any questions while we're looking at the app, feel free to ask, but with that being said, I may not be able to answer your questions because I would want to see how you interact with it when I'm not there. So at the end of today's session, if there's still something that you want to know more about, I'm happy to answer all of your questions then.

P12: Okay. Okay. Nice. Nice. Yeah.

Rebecca: Okay. Just a couple more things we did ask for permission to record the session and the main reason for that is so that I can focus on our conversation now, and then later I can rewatch it to take notes and to record your feedback.

P12: Yeah, yeah.

Rebecca: Okay.

P12: That's fine.

Rebecca: So just to confirm, we will never share your personal information with anyone inside or outside the company, but we may share demographic data like your age or your occupation just because it's relevant. So do I still have your permission to record the session?

P12: Yeah, sure.

Rebecca: Okay, Cool. And last thing, before we move on, I just want to confirm that this interview will be about 60 minutes of your time and you'll be paid in about one week through the UserTesting platform.

P12: Yeah, yeah, yeah, yeah, yeah. All good. Yeah.

Rebecca: Sound good?

P12: Yeah.

Rebecca: Okay. So just to start, could you tell me about the last app that you used on your phone?

P12: The last app I used it on my phone was Instagram. Cause I have to hold a peak of my work have done of a, let's say an achievement I accomplished in this in this few days. So it's, it's a new job I working on for the last weeks. So I'm really proud of it. So I posted a peak on Instagram just 10 minutes ago, waiting for this, this interview to begin.

Rebecca: Cool. Congratulations. And so are there any messages like notifications or descriptions that you remember from this app? From Instagram?

P12: Yeah, the, the, maybe some people like the images or put some comments on it. So these are the, the, the most relevant notification I got from, from Instagram. So a like or a comment. Yeah.

Rebecca: Okay. And what stands out to you about those messages?

P12: I'd say the positivity from my, my friend and also the, the, the receiving a like, it's always a good thing. So you, you see that you have done a really good job also from this side. So also from the amount of like you get, even if I don't, I try to not take care of it 'cause sometimes it could be dangerous, take care of how much likes you get on a peak, but this time it's, it's good for me. And it's good for, for the work I've put on this project. So I'm really happy. So that's the thing I, I take care of.

Rebecca: Yeah. So it sounds like it really makes your day sometimes when you see.

P12: Yeah, yeah, yeah, yeah, sure, sure, yeah.

Rebecca: Yeah. Okay. So thanks. Next, I will show you the first of the three prototypes that we're working on and what I'll do is share my screen and then I can give you remote access so that you can control it from your own computer.

P12: Ah, okay, okay, fine.

Rebecca: So just one second, and I will share that with you. Okay. Can you see my screen?

P12: Yeah.

Rebecca: Okay. And so I also have a few tasks that I'll ask you to complete if that's okay. And do you have any questions before we get started with the prototypes?

P12: No, I'm quite ready to start.

Rebecca: Okay. Okay. So let's say that you just downloaded this app on your phone. It's called Avast One and it is for cyber security on your mobile device. So what you're looking at here is your smartphone screen and when you're ready, you can go ahead and click on this.

P12: Okay. Just have to click. Oh, fine. Nice. Okay.

Rebecca: And you can also scroll on these pages, so there's a bit more info down at the bottom.

P12: Okay. With the mouse so I can, okay.

Rebecca: So can you help me…?

P12: It's the first time I've used this feature from Zoom. So it's kind of weird to control the screen from here.

Rebecca: Yeah, it's kindof funny. So could you help me understand what you see here? Sorry.

P12: The first page of the presentation of the app on the, on the, on the phone. And it's done pretty well. I like the, the mood that I get from here. So security, it's minimal. So I read the sometimes when I don't know an app, I don't read all the stuff. I don't read down all the stuff there it's written. So just, I focused on the icon on the, on the, the general overview of the page of the main page. And this one, for example, the shield here, the lock, the fingerprint. So it gives me messages of security, of privacy because privacy one of the most important thing when we are using Instagram, for example, or every kind of app here. So it gives me these match, these messages. Then I re I read down… *protect the device from attacks and threats online, we got your digital back...* So the text is according to the, to the icon. So for example, in this case, the shield that *…connect safely, no matter where you are...* Okay. For example, here on the, on the lock here, I expected to read something like we care about your privacy. We won't share your data. Something like that. I didn't expect to read, *connect safely, no matter where you are*, but it's fine. I like it as well. So it's a good thing. And *safeguard your personal info and identity*. So here, here it is. *If your e email account or personal info is leaked we'll be the first to let you know…* so perfect. That's what I expecting. I would just, yeah, it was what the two info. So maybe the, the, the privacy on the lock and the thing of the fingerprint, I expected something like, you can connect with your fingerprints. I don't know something like that, but it's fine as well. So I would put the, the same icon for the same information. So the where it saying *safeguard your personal info and identity*. So it's fine. I can go on and *get started*.

Rebecca: Is that what you would usually do if you were just using the app on it?

P12: Yeah, yeah. Yeah. Just reading down the stuff. We're looking on the, on the, on the icon, you know, some, the, most of the times when I'm downloading an app, I already know what the, what the app is about. So for example, I mean, just an example, Instagram, for example, we are talking about earlier. I know what Instagram is about. So I don't have to read all the stuff. With this certain, you can put, you can post some pics, you can post some stories, some videos with your friends. I already know that.

Rebecca: Uhuh.

P12: For Avast, Avast for example, is an app I am using on my Windows computer. Right now I'm using a MacOS as computer. And when I downloaded it, I already know that Avast is on antivirus, it's… so it's something related to the security of my data and of my computer. So yeah, maybe this time right now, I am foc, I am focusing a lot on the, on the main page, because sometimes I'm just looking for the, for the main info. So for the icon, I like the mood. I like, I liked it cause it's really modern. And sometimes the app, for example, the app, the antivirus app, so the security app, most of the times are a little bit old about the mood, about the, the, the main page. So I, I really enjoy using an app, which is intuitive and which is also cool to look at. So this one, for example, it's really cool that the color, the little square, and the rectangle on the, on the main information. So yeah, right now I will go on and *get started*.

Rebecca: Okay. Okay. And what do you see here?

P12: *Hey there, welcome to Avast One*. Yeah. I think this is the main page as if I have already logged in, on my, on my account. So here it is. I don't know if you can see my, my mouse.

Rebecca: Yeah, I can.

P12: Yeah. Okay. Yeah. Here is where we can see the, the account icon, so you can see your information, etcetera. Here, the upgrade. This should be something like the, the upgrade for a premium version of the app, something like that. And then, yeah. *Hey there, welcome to Avast One, VPN, Webshield, Breachguard*. For example, Breachguard, I don't, I don't know, what does it mean, So I would read the, what, what does it mean… *Breachguard, tell us your email and we'll keep an eye on the internet...* Yeah. It's like these, these are the same icons of before the same information of before… Oh, okay. So you can set up this thing right now. Okay. Okay. I see, I see. For example, one thing I've never done is the VPN. I've never used a VPN and really very interested in, so I'm going to set up cause I've never used it. And I'm really curious about it. So *whether you you're watching cat videos or checking your bank accounts…* I like the cat videos. *Your connection is safe when you're using our VPN, stay truly private, connect worry-free, no matter where your wifi is from… get worldwide content.* Yeah. That's the main thing I'm interested in the worldwide content and *surf just as fast*. Okay. Yeah. Perfect. I can, I would go on. Ooh <laughs>. *Using its own private network is like going undercover while you're on the internet...* Okay. In this case I would read like 20%. I'm going to be honest. I'm going to read the like 20% because VPN, I didn't know that VPN is virtual private network and that's really interesting.

Rebecca: Okay.

P12: And I'm going to read something… or even because if I had to pay something, if I have to pay for, let's say the VPN service, I want to make sure that I'm paying for the service I need, obviously. I don't want to pay something that I don't need at the end. So *we provide services that allow you to be on the security from anywhere in the world, respect your privacy and take strenuous measures to protect… It does not mean that you're totally unknown to us and that we don't not collect any data from you.* Okay. That's fine. *This section will be on policy to let you know what kind of personal data we collect from from you, or that you provide to us when you use our VPN services.* <inaudible> okay. So right now I'm going to stop reading. Not because I don't want to. Yeah. Because in a normal situation, I don't want to, so right now I'm just, okay. I know what I have to do. I gotta accept it. I'm going to accept it and that's that's fine. Yeah. Now my, my iPhone is asking me for the, the permission, *allow*. Okay. So *VPN is paused, your condition isn't secure right now, make sure you connect when working with sensitive info, like banking or using public networks*. Okay. So I've got, I've got the free, the free connection here, the amount of megabytes I can use. It's like some… Ah, okay. This week. Okay. Okay. Okay. Okay. So here I can change the location, I think…

Rebecca: Usually yes, that, that part isn't clickable on this prototype, but, but you can just tell me about what you would usually do…

P12: Ah, okay. Okay. Okay. Yeah, I can just tell, okay. So if, if I want to see something from, let's say, United States, or from this case Australia, I have to click on that location thing. And then I am gonna be redirect to the, the different States I want to, to different location I want to select, so, okay.

Rebecca: Mhm, okay.

P12: Ah, here is written also *best server location*. Okay. *Networks scanner, auto scan for threats every time I connect to a new network*. Yeah, that's fine. Okay. So right now I just click on *connect* if I want to *connect*.

Rebecca: Okay. And what, what, what is this? What happened here?

P12: Yeah, yeah okay. Yeah, *please check your internet connection and try again*. Okay. In this case, I'm just going to check if my wifi is on, I can slide it, but because it's a prototype, okay. Right now, if I allow an iPhone in my hand right now, I would scroll down, check my internet connection, maybe go from the wifi, to the, to the mobile connection, with my, with my different plans. And then I'm gonna say, okay, connect again. Yeah, that's fine. So most of the times it happens to me every time. Okay. *So it's safe to pause when you're on your home networks and you need maximum speed.* Okay. Also I see the, the amount of megabyte available are dis-increasing for sure. Okay. And then I can just make pause. Okay. Fine. Okay. Yeah. It's totally intuitive. The only part that scares me was the part of the whole written page, but it's fine because it's, I like when the, the app is giving me the right information about my privacy, but what they're taking about me, what, which, which information are they taking from me? And even which information are they selling? Because I know that there is this thing of the cookies and it's really a good thing for the different companies. So I, I, sorry. I agree with that, but I want to know which kind of information these companies are selling and to whom they are selling this information. So I like the thing.

Rebecca: So what you're saying is like, even if you don't read all of it, it's nice to know that it's there. Is that right?

P12: Yeah. For sure. Yeah. For sure. Like the Facebook one when you, I don't know if we can talk about other apps. I don't know.

Rebecca: Yeah, sure.

P12: Yeah. Okay. For example, in the Facebook, Facebook one, I've got a lot of friends that are saying, Oh yeah but Facebook is taking all the information from me and I, and I answer to them. Yeah, but Facebook says to you that your information are gonna taken from them. And then they're going to selling this information to other companies. So it's not a big of a deal if you're saying something to your friend about a, I don't know, I'm buying a computer and then you go on the internet and you see the advertisement of a computer. It's not a big, not that big of a deal, but just being informed me, just the app is giving you these informations and then I'm fine with it. I don't care. Okay. So now I can just go back click.

Rebecca: So just a minute, actually, since you disconnected, you might have to connect again.

P12: Okay.

Rebecca: And I just have a couple questions before we move on, if that's okay.

P12: Yeah, sure.

Rebecca: So based on, so if you stay on the screen for just a moment based on what you see here, would you say that the VPN is working?

P12: Yeah. For sure. Yeah. Definitely.

Rebecca: And how do you know that?

P12: Cause I read *VPN is connected, your connection is safe and private* and the icon get this green thing. So if it wasn't working, I would receive a red icon with a cross… the circle with the cross.

Rebecca: Okay.

P12: So that, that can say, no, it's not working. And before I was aware that the connection is not, was not working because I always see the big red screen, a big red, yeah, alarm that says to me, be careful 'cause you're, you're, you are not connected to the internet. So that's the two thing that gives me the right information about if, if VPN is connected or not.

Rebecca: Okay…and, thanks. And so you also said that you haven't used a VPN before, is that correct?

P12: No, never. Yeah, yeah, yeah, never.

Rebecca: So you haven't seen or used anything similar to what you see here?

P12: No. No, never. I've used sometimes some app that deals with, yeah. There's maybe cyber security or virus security, but never used VPN or anything like that. So I already seen things like, yeah, click here to activate the security, something like that. Yeah. I saw sometimes and I I've used these apps, but no, right now VPN is my first time. So I'm excited.

Rebecca: Well, and so what do you think they mean by connect and pause on the screen? When it comes to the…?

P12: Maybe connect is based on also on the location. So you select the location. Let's, let's say Australia, then I click on connect and then I go on the internet. I swipe up, let's say, I go on, say, to Safari, or to Google Chrome, whatever the browser it is. And I go on Netflix for example, and I'm looking at different Netflix series from Australia. So I'm expecting that. I'm expecting that when I go on Netflix using the VPN, when the VPN is connected with the right tick, green tick, etcetera, I received the the Australian TV series on Netflix, for example.

Rebecca: Okay. Thanks. And what about pause? What does pause mean to you in this context?

P12: Pause means that I I'm fine with VPN and I want to surf the on a, on an Italian server. Let's say I'm just finished my Australian TV series and I want to buy something on Amazon. I'm gonna stop. I'm gonna, I'm gonna pause the VPN, and I'm going to go on the internet, click, look for Amazon and then buy from Amazon but from Italy, not from Australia. Then I'm going to watch the second episode of this, this TV series, and then I'm gonna restart… re, reconnect the VPN, go to Netflix and rewatch these Australian TV series.

Rebecca: Okay. Thanks. And just to make sure you say Italy, because Italy is your current location?

P12: Yeah, yeah, yeah, yeah, yeah, yeah, yeah. Sure.

Rebecca: Okay. Thanks so much. So last task for this prototype, if you wanted to exit the screen and go back to the dashboard, how would you do that?

P12: Yeah. With the, with the X right here, I would just click on it. Yeah, that. Oh, I like this thing that I can pause it here without entering on the, on the right settings. That's one thing I like, because sometimes I have to go on settings again, enter on the particular part of the, of the app and pause it. But it's cool that I can pause it here. It would be cool also, if down here, it would be added the, the amount of megabytes I can use. So let's say 37 megabyte free this week. So 37 last megabyte free for this week with the, with the bar I saw on the, on the page, but yeah, that's it.

Rebecca: Okay. Thanks for your feedback. Okay. So next we'll move on to the second prototype.

P12: Yeah, okay.

Rebecca: …and it will look really familiar because it's the, it's a similar but different version of the one you just saw. So we'll follow the same steps on this one and set up the VPN. So when you're ready, you can go ahead and start with this prototype.

P12: Okay? Okay. This one is before. Okay. *Block sketchy emails and sketchy people online* It's… Oh, okay. Okay. So, okay. Okay. I see, I see. Alright. First impression too many stuff written. I don't know why. Maybe before there were fewer words. I don't know, but this time *let's do this*. I don't know. Cause I expected from on an antivirus app to be… yes, familiar as possible, but also to be maybe professional, if it's the right words… not too close to me. So it's something that I can't handle when I wanna charge someone. I don't know if I can, if I'm getting the, the right ideas. So this *let's do this* is giving me something that I have to do too. So I have to take care of my insecurity, but if I am downloading this app, I want someone else to take care of my security and of my internet connection.

Rebecca: Okay.

P12: Also these *ASAP*, I think this could be a different kind of language, right here. So something more familiar, for example, *ASAP*, so *as soon as possible*, *shouldn't* be here… The, the *shouldn't*, it's not, should not be, not *shouldn't… for all, for all our sakes…* Even if, I'm Italian, but I'm getting this message from the, from the different languages it's using right now in this part from these other app. I prefer the other one, for sure.

Rebecca: Okay.

P12: The first one we have done. And yeah, that's the only thing… *Stay private no matter where, where you're surfing, keep your online life for your, for your eyes only. Find out ASAP if your info is leaked. If your info is anywhere it shouldn't be, we'll let you know in a flash…* yeah I also use *in a flash*. I don't know. But yeah, it's not, I don't like the language. Okay. So th, the way the app is telling me what the app is going to do with me or with my, with my data. But yeah, I would go on a as well. So that's not what's blocking me from dis-installing an app, let's say.

Rebecca: Okay.

P12: Okay. Yeah, for sure. *Hiya friend, welcome to Avast One. VPN, keep your online identity disguised so your info is safe fo sho.* <laughs> *Your browsing history and bank account info will stay equally private.* For example, before we have read the, the thing of the, if you're watching a cat videos. So that's something that make me laugh, but make me smile, laugh, maybe, so it will be too… it's a lot… but I appreciate it and I see what they are telling me. Right now, reading *fo sho*, reading *hiya friend*, reading the stuff I read before. It's a little bit too much, maybe. Too much confidence on me. I would say if it, if it was Instagram, I would be okay with that. Because it's Instagram and something I am going to share everything I've I have in my, in my, my life, on the, on the app. Here, it's the right opposite. I don't want to share anything I'm doing. Okay. So I want to see this like distance between me and the app. Okay. But yeah, let's go and set up the VPN. Okay,

VPN, be a master of disguise. When you're connected, you can browse like you're anywhere in the world and stay safer too, you can send a receive private info while totally hidden from spies and bad guys. Connect and browse anywhere while still under the radar... Don't fret about public Wi-Fi, binge watch worldwide. It's like digital teleporting. You can watch news and videos from anywhere in the world. Browse fast as heck. So choose from a bunch of different servers and get the speed you need. Okay. So honestly, I can't remember the right, the right screen. I get, I got a before on the first step, but right here, I like only the fact that how the different things are told to me. Not in the, in the, in the language, not about the language, but about the icon, about the different, here, of the four different icons, I would put different icons because five same icons would be like, I'm saying to you the right same thing. So right here, if I, if I can't read this, I, let, let's say I don't want to read this. So I'm not going to read all the stuff. I'm only going to look on the icon. What I get, it's like, I'm telling you the exact same thing. So same icon, same thing. That's the, like an impression I got. So let's go with them. Okay. So here, I think it's like, it's the same as before *…it's like going undercover when you're in the internet...* Yes. The same as before. That's one thing I liked, because as I said before, even if the language is different, even if the language is more confidential, I got the exact same information. So I, about the privacy policy, I get the privacy policy is something that you can't joke about. So you have to be serious. You have to be clear. You have to say which kind of informations the app is taking from you. So that's one thing I liked. Yeah. Yes. That's the exact same access before. So we are going to *accept*. Yeah, *allow*. Okay, *VPN is paused. Your connection isn't secure right now, connecting*. Okay. I can't remember if this here, the sentence is the same as before. I honestly can't remember, but I like it. Maybe before I didn't pay attention to it. Maybe because it's the second time and watching the same screen. So I'm getting, I'm getting my attention to other, to other things, to different things, but I like *per week is free*. I like the fact of *free*. So not, I have two, 250 megabytes left, but 250 megabytes free. So it's something I'm getting free. I have to do nothing to get it. So I prefer to have something free than something left. I don't know if I, if I say that the, in the, in the right way, but it's like an impression. Okay. So location as before, *Network scanner* as before. Okay. So right here, I would expect a different language. Even if I didn't like the language from before. I wouldn't expect to different language here. Let's say, I don't have the solution <laughs>. So like VPN is, I don't know, maybe, it's not working. I don't know, but not the same words as before. So I would expect a language more confidential to be like in the same way as before. So if I'm talking to you as an app, I'm talking to you in a confidential language, I want to receive every time, a confidential language to me. So even if, for example, the privacy policy, it's another thing. It's something more serious. And I get it. But here we are not talking about something that we are obligated to, to word correctly. So I would expect something different from paused and from connect also.

Rebecca: Okay. Thanks.

P12: Okay. So let's go. We can go on and *connect*. No, I want to read it!

Rebecca: I can bring it back. One second.

P12: Yeah, thank you, thank you. Sorry. Nice. Nice. Thank you. Sorry. Sorry.

Rebecca: It's okay!

P12: *Oh no, a big red bar.* Okay. *Please check your internet and try again*. Okay. So that's something I was saying before. So now we can see the same language as before, even if I don't like it, I don't care, but it's in the same way. So the app is talking to me at the same way as before. *Check your internet connection and try again*. I would scroll down and look for my wifi, my internet, mobile connection, etcetera, etcetera. And then, Oh, one I would go on and click on, on *connect*.

Rebecca: Okay.

P12: Okay. So it's safe to pause on your, on your home networks and you're in maximum speed. Okay. As well, as I said before here, by the way, your connection is secure. I don't know if before we have seen *browse away*. I didn't remember, but I like it. Yeah. Yeah. I kinda like it. You're connection is secure. Yeah. That's okay. That's fine. Okay. So left… it it's changed. Before it was free, now it's left. Okay. So maybe also before it was free <laughs> I'm okay. Okay. Maybe it would be cool if I get like a four, 500 megabyte free, like before. I don't know this change from free to left. <laughs> I don't know. I would prefer to stay in the same position as before. So if before I, I would have gotten the message 500 megabytes free. I would prefer to see also after my connection, 500 megabytes free and then 400 and 300, etcetera, etcetera. So it decreasing time to time. Okay. So it's saying that it's a prefer a free plan as before. So as the, the first one we've done. Okay. So yeah, that's the only thing I can get right now from the screen.

Rebecca: And would you say that the VPN is working now?

P12: Yeah. Yeah, for sure. As I said before, VPN is connected. I can see the tick, that the green tick, and the fact that this, it says pause. It means that something is going on. So for sure, it's connected. Now that I'm reading it again, *browse away*, I'm getting the right message… a difference from before, I don't know why, but right now, browse away, I liked it. I liked it 'cause I have to go away. So I have to go away from the app. The app is telling me, okay, but right now go away and just look for what you want to look for. Okay. So it's giving me the right message. It's like, hurry up. Cause you're, you're free megabyte is, is running away. So hurry up.

Rebecca: Okay. Thanks. And then if you wanted to go back to the dashboard again, how would you do that?

P12: Yeah. I, as I have done before, so clicking right here. Yeah. *VPN is connected, browse away, your connection is secure, secure connection*. Yeah. And then pause here. Yeah. Yeah. I said before I would like something here telling me how many megabytes I have available, but yeah, just the fact that I can pause the, the app, the, the VPN here is a good thing.

Rebecca: Okay. Thanks. So now we'll move on to the last prototype.

P12: Yeah.

Rebecca: And once again, this will look familiar, but it's a bit different. So when you're ready, you can get started.

P12: Yeah, okay. Okay. Avast One. Okay. *Block malicious emails and website. We inspect all sites you access through our VPN so we can detect potential threats.* I mean, maybe it's because I'm Italian, but the word malicious, I don't like it. It sounds weird. Maybe it's because of my it's because of my language. So… The word *block*. I like it. I'm trying to focusing on what it's… I don't want to say every time, the same thing. So the icon, the square. So I am focusing on the words 'cause it's something that I, I get different from the other two prototypes. *Potential threats*. Yeah. *Detect potential threats*, I prefer that. *Encrypt your internet connection*. The word *encrypt* is giving me something that I can get and that only the app can do for me. So it's like, I'm looking at, I'm looking at an app, they, that knows how to do the work done. So the *encrypting*, they ensure your data… safely. Yeah. *It's not visible to any third parties*. You know, sometimes when on the, on the, I have an iPhone on the iPhone, when you get the message, careful because this app is downloaded by third parties, you're like scared because you don't know about this third parties. It's a, it looks like something dangerous. So right here that the message …*is not visible to any third parties, ensure your data is trans, transmitted safely...* I don't know why, but I can't even remember the first prototype, but this one, I think it's my, it's the best one. For me, my opinion, my personal opinion. And *monitor your leaked account data*. Yeah. That looks so safe. Yeah, so something like I can trust. *Get notified if we detect that your email address has been published with other account data online.*

P12: I don't know why, but maybe even if it's like a few words as before, maybe not, but it's a first impression I got.

Rebecca: Okay.

P12: The best I prefer is this one *…encrypt your internet connection…* for sure. And then *start*. Yeah. Perfect. *Welcome to Avast One*. Okay. Okay. There are a lot of stuff written down here, which I'm not going to read, for sure. <laughs>

Rebecca: Okay. <laughs>

P12: Okay. It looks professional and minimal. Maybe it, it would have been less words here would have been more <inaudible>. But in general. Yeah, I like it. Yeah… encrypt, so it's the same as before. It's written the same information I read before. Yeah. I would prefer like a resume, a, a recap, sorry, for the, the different feature available.

Rebecca: Mhm.

P12: Yeah, that's it. So I'm going to go, can I go on to VPN set up?

Rebecca: Mhm.

P12: Okay, this one as before. *Encrypt your data across networks and connections to ensure the upmost privacy and protection online.* Yeah. The use of these, these words, like *upmost*, maybe it's because I'm Italian, but giving me like an, a higher level language, so something that I can get. Okay.

Rebecca: Okay.

P12: Yeah. For example, here, *…people from eavesdropping...* I totally don't know what it is about. Like, I don't know anything about it, but it, it looks dangerous <laughs>.

Rebecca: Okay.

P12: So *prevent…* fine. *Remote and foreign access, conduct work remotely…* yeah the word *conduct* here, perfect. *Conduct work remotely and access content not locally available.* Yeah. Maybe it's for the, also for the job I actually do. I I'm a video maker and a photographer. So right now here, if I want to look for something that it's not in Italy, I want to, I want to be told that I can do that in this way. So, and I want to be told *conduct work remotely and access content, content, not locally available.* Most of the times problems I have during my, my work is looking for something that here in Italy is not available. So, *access content not locally*, so here in Italy, *available*, it's cool, yeah. In video platforms, the, the perfect one. *Uncompromised browsing speed.* Yeah. That's better than the other one.

Rebecca: Okay.

P12: So it's telling me that the *browsing speed* is *uncompromised*. Yeah. I like the language here for sure. The third one about the language system is the best one for me, for what I'm looking for. So what I'm expecting from an app of this kind. So not from Instagram, let's say, because if… Let's do an example, if Instagram sounded like this, so it sounded like, I don't know, you can share the videos you have done in your life, I dunno… It not, it doesn't sound so familiar, but you can share with your friends, your video of the dinner. I don't know. Something like that. Okay. So we can go on. We can continue?

Rebecca: Mhm.

P12: Okay. As before, perfect, privacy policy, I like it, yeah. Yeah, for sure. We love it. *Accept. Allow* as before. Okay, *VPN disabled. Your connection is vulnerable.* That's something I like.

Rebecca: Okay.

P12: For sure. It's not telling me your connection is not secured, but it's telling me the exact same thing, but in a different way, and I prefer it. I prefer to be vulnerable than not safe. I don't know why <laughs>… insane question …*we recommend connecting to the VPN at all times…* here, *we recommend connecting to the VPN...* So the app is telling me, I want, I want you to be safe. So I recommend you to be in order to be safe. I recommend you to connecting to the VPN at all the times to protect your privacy. It's it's like the app is telling me, I care about your privacy. I want you to be safe, but I received it. I received the message I, as, as I mentioned before, the distance between me and the app, you know, the customer and the… yeah, and the, the app here. I get the distance, but I also get that the app is caring about me. It's caring about my personal data or my privacy. And that's something connected also to the trust I give to the, to the, to the app. Okay. *Limited.* Okay. *Used data from your free plan.* 50 megabytes per week. Okay. I prefer this kind of graphics here, the 50 a day, sorry, 500 megabytes per week. So the, the slash it's better. As I, as I always said, it's better to say less than to say more. Okay. So I prefer to get the slash than the *500 megabytes left for this week.* So left for this week, it's now the slash. And when I read it, I read *500 megabytes per week.* I prefer that. Yeah, for sure. *Optimal server location* is different as before. That's fine. Yeah. Okay. One thing I don't like, it's the *limited.* I don't want to be limited, even if I am. And I'm aware that I am limited because I have only 500 megabytes, but I don't want to be limited. I wanted to get something free for sure, but I don't want to, to be said to me, you are limited. Yeah. Yeah. You're limited. You have only these ones so be careful how to use it. Yeah. That's the only thing I don't like. Yeah. Okay. We can, we can go *start.* We can *start. Sorry, VPN couldn't be turned on, please try again.* Okay. I like it because the app is not telling me that I have a problem, but it's telling me that the app is having a problem. So I don't feel guilty. I don't feel that I have something that I… it's like the, the app before on the, on the two prototypes we have tested before the app was telling me that I have a problem and I, I have to handle that problem on myself.

Rebecca: Aha.

P12: Okay. So that the app couldn't, couldn't done anything for me. I have to do everything alone. I have to figure out why the internet connection is not working. So I have to go to the wifi, to my network connection and said, Oh, what is not going on? And go to the router, calling the operator. Why is my internet connection is not working? But right now the app is telling me, no, don't worry. Your internet connection is working. It's me that it's not working. So try again, please, please try again. Then I try again, and wow, it works. Okay. So… *Your internet connection is secure and your IP address is hidden.* As said before the IP address, I don't know what, what it is. I don't know what it deals with, but I know that it's something that I need to be careful to. I need to take care of. And the app is doing that for me. So it's nice. Okay. *Pause VPN.* Okay. *Pause VPN when you don't need it to ensure maximum internet speed, on your home Wi-Fi.* Okay. Mm I'm thinking about if I like the *Pause VPN…* so the repetition, the repetition of VPN or not… I think I like it.

Rebecca: Okay.

P12: But, hmm. I don't know. One thing I don't like it's *pause VPN*, so the main button, and then on the description down, *pause VPN* again. I don't like the repetition.

Rebecca: Okay.

P12: That's the only thing I, I don't like, but as for, for others. Okay. So *limited, used data from your free plan*. Okay. That's something I appreciate the, the 500 it's kilobytes. Yeah. Maybe we can say half a megabyte, okay, half a megabyte used and 500 megabyte per week. Yeah. I like it. So it's not telling me how many megabytes I have left, but how many megabytes I've used. So it's telling me something that I I'm using. I'm aware of. Yeah. Like I prefer this one for sure. Yeah, yeah, yeah, for sure. Yeah. And then from the rest is the same as before. Yeah.

Rebecca: And can you tell if the VPN is working?

P12: Yeah, for sure. VPN, ah, oh, I didn't see that. *VPN enabled…* better then *it's connected* for sure. Way more better. And yeah, the green tick as before, so I can say is working and it's connected.

Rebecca: Okay. Thanks. So that was the end of the questions about the prototypes. And now I will stop sharing and just ask you about what you remember from the prototypes you just saw.

P12: Uh… yeah?

Rebecca: So looking back at the three that you saw today, what messages stood out to you and why?

P12: The last one. Maybe because it's more fresh one. So the, the encrypt tool thing, the security, I mean the, more than the images, the words. So the words I've read, I've read are the thing that matters to me. And I remember from the different app, for example, from the second prototype, I remember all the words that I don't like for sure.

Rebecca: Okay.

P12: For the firs, from the first one, I literally can't remember anything. I don't know why maybe it's because it was the first one, but let me think about it… no nothing. Nope. No, it's the, yeah, that's the thing I remember about that. The three prototypes.

Rebecca: Okay. And when you said that the third one is more fresh, what do you mean by that?

P12: Fresh by memory. Cause I've done it like 10 minutes before, so it's more fresh than the way that way.

Rebecca: Okay. And so a couple times of you mentioned that you liked the mood of things. What did you mean by the mood?

P12: The moon about the, the color, the little square, the, the, the general overview of the, of the app. So the logo, the, the font, yeah. Of the different written things. Yeah.

Rebecca: So mostly... sorry. So mostly like the visual elements that you saw?

P12: Yeah, yeah, yeah. For sure, yeah.

Rebecca: Okay. Thanks. And I also remember you talking about the second one, and you said that the… it was too close to you, or you said that the language should not be too close to me. Can you talk about what you meant by that?

P12: What I am expecting from a cyber security app is not to be too close to me, not to be too confidential…

Rebecca: Okay.

P12: …because it's not, for example, in the, on the last prototype, we have seen that there are a lot of words I don't know the meaning at all. I don't know what they are about the, the IP address and all that stuff. And I want it to be like that because on the second one, the app is trying to explain me what are, what the problems I, I could get on surfing on the internet without a VPN. For example, you can see different content from different countries. Basically, I don't want to know these things. I just want to be safe. And I want, I already know that I'm downloading Avast because I have a cybersecurity problem.

Rebecca: Uhuh, uhuh.

P12: I don't want that someone explained to me what, which kind of cybersecurity problem I could get surfing on the internet without a VPN or without an antivirus.

Rebecca: Okay.

P12: So the last one is giving me the right message. So it's telling me something like you can't understand these things and it's fine because everyone has his own role, but I can take care of it for you… for free, or… About the, the, the payment section, I would prefer to pay for the third app than for the second app. I would have gotten like also 10 euros per month on the third one, because I trust it. But on second one on the second one, it was like, okay. Yeah, I tried the free plan, but I, but then probably I'm going to uninstall it and look for something else.

Rebecca: Okay. So what I'm hearing is that the use of terms that you don't understand is a sign of like the professionalism, because…

P12: Yeah, for sure.

Rebecca: …you, you like, you… that says to you that they know what they're talking about. And even though you don't understand it, you don't have to worry about these things because they…

P12: Yeah.

Rebecca: Yeah? Okay.

P12: When, when someone calls me for a video for a photo shooting, I'm not there explaining them how the sensor is working, how the lens is working, how the auto focus is working. They don't want to know nothing about it. They just want to, to, to, to receive the, the picture of the dad and the son, the picture of the, the husband and the wife. Okay. So the th, the, the sports for the crowd funding project, I don't know. But they don't want to care about the things that I'm working. So the, the computer I'm using the software, because they can't understand that, but it's fine because it's not they, their role. I have my role. And then the app has its own role, and I'm fine with it. I, I appreciate the fact that he said to me, the, the rights, the right words. So it's not trying to use a different language, an, an easier language, but it's using the right language. I appreciate that. I can't understand that. I can't understand that, but who cares? I just want it to be safe. Okay.

Rebecca: Okay. Okay. And one last question, you said that something like the second language might be okay if it was an app like Instagram, but for the, for the app that you were looking at now, you didn't like it, or, or it made you kind of not trust the product. Could you talk just a bit more about that?

P12: Yeah, it sounds weird. You know, I, from a cyber security app, I'm expecting to be professional. I, I don't want to know all the stuff that's going on. And maybe if they're, if, if there's, there is the, I don't know, a young plan for the, the young age, for the teenager, for example, you can surf on the Instagram for free

using the VPN. Okay. I get it. I, I, it's not a big of a deal reading in that kind of language or more confidential. But I, I, I didn't get that, this teenager free plan. So that's not something I was looking for when I looking for an app that secure me. Okay.

Rebecca: Okay. So you kind of associate that language with younger people and a younger audience…

P12: Yeah. Yeah, yeah, yeah, yeah. For sure. Yeah, yeah, yeah, for sure.

Rebecca: …which then makes it seem less professional.

P12: Yeah, yeah, yeah, yeah, yeah. For sure.

Rebecca: Okay. Well, thank you so much for all your feedback today. That was everything that I had planned for today's session. I mentioned at the beginning that I might not be able to answer your questions while we are looking at the apps, but do you have any questions for me now, before we end today's session?

P12: How much does this cost the premium plan?

Rebecca: Let me check some, I think that we have two plans, I'll share my screen so you can see it. We have like two plans. I, you have to like set up all of this, but you can skip to the end this way. And the, this is the rest of the prototype…

P12: Yeah, yeah, yeah, yeah, yeah, yeah.

Rebecca: …that we didn't look at today, but yeah, so we have the free plan, which is this much for the VPN. And this one covers one account, like one email to be monitored for leaks and five devices that you can install this on. And then you can also put it on your desktop. So this one is $71 and 88 cents per year, because it's like, so right now Avast has like multiple products. But part of our plan is to kind of combine them into one ultimate product that covers like all of your bases. So then there would not be separate subscriptions anymore. So we have this one for less devices, and then we have this one, which is more for groups and it covers six accounts and 30 devices. So, so, yeah.

P12: Yeah. Okay. Thank you. I would buy, I would buy the individual plan if I was looking on the third prototype app, for sure. Cause the price is not, is not too high as I was expecting.

Rebecca: Ah, okay.

P12: Just to say, just…

Rebecca: Good to know. Good to know. Okay. Well, once again, thank you so much for all your feedback. It was really helpful.

P12: Thanks to you.

Rebecca: …and nice to meet you. And I hope you have a great day.

P12: You too. Bye

Rebecca: Bye.

Participant 13 – "Kayla"

Interview with Rebecca S.Vaughan and Participant 13

April 24 2021, 5pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	29	Bachelor's degree	Full-time student	Communications	Less than $19,999	Average	Myanmar	Burmese	B2 - Upper-intermediate	TPC	N/A

Rebecca: Hi, how are you today?

P13: Hi, I'm doing great. Thank you.

Rebecca: So thank you so much for joining me today. My name is Rebecca Vaughan and I'm a researcher at a company called Avast, and I'll be walking you through the session today. And so I'll start with a quick overview of what the session is about. We're showing people three prototypes of apps that we're currently working on, and we watched them as they engage with them to understand what works better and why. So just to be clear about our intentions, we're not testing you or your technical abilities at all. The goal here is just to learn how we can improve the language we use and digital products. And so if something seems unclear to you, that's really valuable feedback. And on the other hand, if something stands out to you as positive, I'd also love to hear your thoughts about that. If you have any questions while we're going through the app, feel free to ask. But with that being said, I may not be able to answer everything because I'm interested in seeing what you would do without me there when you wouldn't be able to ask questions. So if you still have questions or if there's anything you'd like to know at the end of the session, I'd be happy to answer everything then

Rebecca: Does that sound okay?

P13: Okay.

Rebecca: Do you have any questions so far?

P13: No, I will probably have some questions by the end of the session.

Rebecca: Okay, awesome. So we did ask for permission to record the session earlier, and the reason for that is just so I can watch it again on my own time and take notes. And that way I can focus more on your feedback and what you say now while we're meeting. Do I still have your permission to record?

P13: Sure. Go ahead.

Rebecca: Awesome. Thank you for confirming. And the last thing is that we will have about 60 minutes for this interview. And after that you'll be paid through the user testing platform in about one week. Does that sound good? All right. Perfect. So let's get started. I'd like to ask first about the last app that you used on your phone. Can you remember what that was?

P13: Revolut.

Rebecca: Revolut!

P13: Yeah.

Rebecca: And are there any messages such as error messages or descriptions that stood out to you about that app?

P13: Usually I just put on the notifications on the app because I bought some stock or by using that app. So yeah, if the price is up, they usually alarm me with the notification. So that's the last message that I received from that app.

Rebecca: Okay. And so it's like… how did you feel when you got that message?

P13: Especially like the notification is somehow related to the stock that I have purchased, of course, like it gave me the excitement and like the curiosity to check the app again. You know, if it doesn't that one's like, it doesn't relate to the stock that I have bought. Like I just, okay. I will check it later. They're not like I didn't take any immediate reactions over that.

Rebecca: Okay, cool. So it sounds like it was nice to know some that you had new information, but at the same time, it didn't really motivate you to do anything. Is that correct?

P13: Yeah. If the information is given is like something related to my properties, you know, that I have bought, like, it gave me some excitement. If no, like it doesn't make much difference.

Rebecca: Okay. Awesome. So thank you for sharing that info. And next I'll show you the first of three prototypes, so I will share my screen and then give you remote access so that you can click through the prototype on your own. And I'll have a few tasks that I'll ask you to complete as if you normally would without me here. So bear with me for one minute and I will make sure that everything is set up. Can you see my screen?

P13: Yes.

Rebecca: Awesome.

P13: So should I go now?

Rebecca: Just one second. Let me just make sure. Okay. And I think you should be able to control my screen now, can you move the mouse? Awesome. And you can go ahead and click on the prototype. Great. So let's imagine that you just downloaded this app. It's called Avast One and it's for cyber security. And what you're looking at here is your smartphone screen. So can you tell me what you see here?

P13: Yup.

Rebecca: And help me understand what it is?

P13: Like, the "block malicious emails or website", and another box is, is like "encrypt your internet connections". And then that's like, there's some text messages, related to the topic. And then like the fingerprints that we have to take the actions. And then it's like, I have to choose whether to start or log in along with the agreement.

Rebecca: Sorry, you can also scroll on the page. So you should be able to see…

P13: Um, no.

Rebecca: Like this?

P13: I have no control over it. Oh, okay. Aha. Okay. Okay. Now I got it. Okay, good.

Rebecca: So does not change anything about your understanding of this screen?

P13: Wait a minute. Okay. One more things under the fingerprint section, "monitor your leak account data"… "get notified if we detect, published with other account data online"… Okay. Okay.

Rebecca: And how would you… Without clicking yet, how would you continue from here? What would you do ?

P13: For me? I'm going to repeat reading the message again. So just to make sure, because it's somehow related to the security. Whatever's we see the security. We just, I mean, I consciously know that notice the, like we have to be cautious about it, so I will repeat the message again, just to make sure to understand well.

Rebecca: Yeah. And you can read out loud if you want, if that helps.

P13: "Block malicious emails or website. We inspect all sites that you access through our VPN so we can detect potential threats." Okay. "Encrypt your internet connection" and "Ensure your data is transmitted safely so that it's not visible to any third parties." Okay. "Monitor your leaked account data" and "Get notified if we detect that your email address has been published with other account data online." Aha. The last message… I dunno, like the last message make me things like my account data is somehow leak or what?

Rebecca: And what does that mean to you?

P13: It means like… it made me feel like access to my data has been, you know, already leaked to others, so it makes me scared a little bit and like I would probably take the, you know, immediate action just to monitor on that. Yeah.

Rebecca: Okay. And so what would you do next?

P13: "Start"

Rebecca: Okay. And what would you expect to happen when you click that button?

P13: I'm going to check like how this app will access my data and how I can monitor and like what would be the possible threat.

Rebecca: Okay, great. So you can go ahead and click. Perfect. And can you help me understand the screen? What does, what do you see?

P13: "Upgrade" the left top one. "Welcome to Avast One", "Secure connection", "Encrypt your connection to ensure that sensitive data is safely transmitted unauthorized eavesdrop…" What? What does it mean? Eavesdrop? Eavesdropping? Eavesdropping or like what, I cannot really see… "…eavesdropping is prevented and work can be conducted remotely." Okay. And "Device protections."

Rebecca: And we can just focus on the top one, I think. What does that mean to you?

P13: It makes me feel like I have to check like my internet connections and the VPN route route or something like that, so that I can check, maybe there would be more steps and instructions just to check like that that VPN is safe or like something like that so that I can prevent.

Rebecca: Gotcha. Okay. And…

P13: But I don't, I don't clearly get the word and don't understand the "eavesdropping", but like in that case, when I'm reading that message, even though I don't understand, I just took the word like "unauthorized". So it is somehow, you know, unauthorized. That, that's the other word that I took into my mind just to understand this.

Rebecca: Okay. Thanks. And let me just steal your mouse here for a second. And so what do you think you could do from the screen? What would you do next?

P13: For me, like I will read 'til the end of the screen. So then like what, what, what, what option will be the best for me? Like to click further.

Rebecca: Gotcha. Okay, great. Thank you.

P13: Yeah. "Scan incoming files or code that's being passed through your network traffic to block an extensive database of already known viruses and malware and shield you from harm."

Rebecca: Okay. So next I'll ask you to complete a couple tasks for me if that's okay. But before we do that, I just want to reemphasize that I'm not testing your technical abilities at all. I'm only interested in seeing how you interact with the app and interpret the messages if I wasn't here watching. So please don't worry about hurting our feelings or if… it's not possible for you to do anything wrong here. So we want to hear the good and the bad. And as much as you can just talk out loud and talk me through your thought processes. Does that sound okay?

P13: Yep.

Rebecca: Okay, perfect. So if you wanted to set up the VPN, how would you do that? What would you do next?

P13: For me? Okay. I will probably go and click Webshield rather than VPN in here. For me like, I'm curious to know like, what is next. So I will probably go for each options and then see what will be the next screens on this, you know, each functions, on the box. Yeah.

Rebecca: But if your goal right now was to set up the VPN, how would you do that?

P13: Of course I would click "Set up".

Rebecca: Okay. Could you go ahead and do that then?

P13: Mhmm. "Secure connection" [inaudible] Safe data transmission …eavesdropping…. Hmm

Rebecca: And what are you thinking right now? What do you, what do you see?

P13: Firstly, what I did is just read the, you know, titles for each option, rather than reading details. Now I'm going through the detail again just to know what is that?

Rebecca: And if you want to read out loud, maybe that would help.

P13: Okay. Yeah. "Safe data transmission", "Route all your data traffic through an encrypted virtual tunnel so sensitive data is safely transmitted." Okay. "Prevents eavesdropping", "Prevent unauthorized people

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from eavesdropping on traffic by decreasing, decreasing your IP address", "Remote and foreign access", "Conduct work remotely and access content not locally available, like news articles and video platforms." "Uncompromised browsing speed" "Various location option provide equal browsing speed to your current connection." I will continue.

Rebecca: Okay. And what do you see here?

P13: Uh VPN privacy policy and all the tax "Using a virtual private network (VPN) is like going undercover while you are on the internet. We provide VPN service…"

Rebecca: Would you usually read through this if you were home?

P13: No

Rebecca: Okay. So you can…

P13: Most of the time, no. Okay.

Rebecca: So you can do just do whatever you would usually do at home, I guess.

P13: "Security would like to add VPN configurations. All network activity on this iPhone may be filtered or monitored when using VPN."

Rebecca: Would you read this as well?

P13: Yeah, yeah, yeah. Uh, such kind of information I usually read so that, you know, whether I should allow or don't allow.

Rebecca: Gotcha. So any kind of request like to access is something you would pay attention to?

P13: Yeah.

Rebecca: Okay.

P13: Yep. Yep. Okay. I would say… <inaudible> "Don't allow". I'm gonna go for don't allow"… "VPN disabled"…

Rebecca: So why did you just quickly, why did you click "don't allow" on the last…?

P13: Because it's like the privacy data will be like filtered or monitored. So I don't want to be monitored by that. That's why I just don't I don't want to allow for that. I don't, I don't want to be monitored.

Rebecca: Mhmm, okay.

P13: If it is like the other one maybe. I mean, I would probably, you know, allow or something like that, but if the word is like "monitor" or like "filter", I mean "filter" is okay, it's still okay, but like "monitor", I don't want to be "monitored", that, that word scares me. Yeah.

Rebecca: Yeah. Okay. Gotcha. And I guess we'll pretend in this case, do you think that that is, would be something required to make this feature work?

P13: Mm. What, what do you mean? I don't get it

Rebecca: Well…Actually. Nevermind. We'll just, <inaudible> just because do you believe… when you get asked for permission for something, do you usually assume that that is something that you would need to make the app work or like, is it something that you would stop using an app because of?

P13: No, I won't stop using the app, but like, it's still, even if I'm still using the app, I don't want the app to monitor me. It's just like that.

Rebecca: Gotcha. Okay. Great. Thank you for the info. So what would you do next from here?

P13: VPN disabled. You're going to <inaudible> Then I feel like, okay. Okay. Used data from your free plan. Okay. I will go for the click.

Rebecca: Okay. Go for it. Uh oh, what happened?

P13: Because I didn't allow that, that way we <inaudible>. I guess I should have allowed.

Rebecca: Well, what does this message say to you? How do you think you could fix this problem?

P13: "Your connection is vulnerable", "Sorry, VPN couldn't be turned on. Please try again." Ah, use, okay. Use data from your free plan. <inaudible> I dunno, like, that make me to subscribe the plan, like the secure VPN package plan or something like that? Maybe?

Rebecca: And that's what you would do to fix the error? Do you think that would…

P13: Yeah. Your VPN is hidden now. I just mean what, what happened? Like previously I also clicked on the connect, but now like, it just showed me the error message, but now it's giving me like additional information so that "…your IP address is hidden", and "Pause VPN when you don't need it to ensure…". Ah. Oh, okay. This is great.

Rebecca: And what does this mean to you? Based on what you see here, would you say that this is working?

P13: Yeah. Because…

Rebecca: And how do you know?

P13: Because like the last message, like it's making me feel it really helpful because my VPN like the access road is like already hidden. So like anyone cannot see. So I cared about my privacy and I don't need to use it often. Only when I need it I just have to, you know, like connect, rather than it's like connect all the time. So I feel like it's really helpful by reading that message.

Rebecca: You mean the message under the button?

P13: Yes. Like "Pause VPN when you don't need it to and ensure maximum internet speed."

Rebecca: Okay.

P13: Yeah.

Rebecca: And how do you know that this is working now? What tells you that this is the… what… that the feature is working?

P13: Because like, there is the green sign, the tick, you know, right when I click the button and, and also the graphics like that secures the lock, it gave me the information it's workings. Yes, I see.

Rebecca: Okay, great. Thank you. So if you could exit to the dashboard, that first screen, how would you do that?

P13: This dashboard?

Rebecca: The dashboard being like the first place where you set up the VPN, how would you exit this screen?

P13: Actually, I forgot the features of the first, you know, the first screen.

Rebecca: Yeah. That's okay. If you wanted to leave this screen here, how would you do that?

P13: Move… I don't know, because like there's no like the quick function. There's no, there's no light on the screen. So I have no idea. I mean, if there's an app like on my phone, I would probably, you know, just out it. Just out of the app if I want to skip it.

Rebecca: If you wanted to go back you would just close the app?

P13: Yeah. I'm going to close the app, but like, okay. Okay. Okay. Oh, there's…

Rebecca: And by "close" did you mean the exit the whole app? Or did you, did you mean that you would click that, that thing that you just clicked?

P13: I'm going to click the cross sign.

Rebecca: Okay.

P13: I mean to go to the home page now I am now getting to the homepage.

Rebecca: Okay, great. Thank you for that feedback. And have you worked with anything similar before?

P13: Not really. No. Okay. This is my first time.

Rebecca: Cool.

P13: Thanks for giving me that experience.

Rebecca: You don't need it. Don't worry at all. So next I would like show you the second prototype and it may look familiar because it is a different, but very similar version of the one that you just saw. So we… for this one, we'll follow the same steps that we did for that first one. And I'll ask you to complete the same tasks that you just did before, and then we'll compare the two or there are three total. So we'll compare them at the end. So if you can still control my screen, you can go ahead and click to start this one as well. And can you help me understand what you see here?

P13: Yes. The "Block sketchy emails and sketchy people's online", "We will be your ride or die tool for all your digital safety needs." <laughs> and "Stay private no matter where you're surfing", "Keep your online life for your eyes only (for all our sakes)", "Find out as soon as possible if your info is leaked", "If your info is

anywhere it shouldn't be we'll let you know in a flash." "Let's do this". It sounds so warm and I like it. It will push me to take the action. "Let's do this". Yeah. Sounds cool.

Rebecca: Okay. And what would you expect to happen if you clicked on that button?

P13: I have to try and it's just to know it.

Rebecca: Okay.

P13: So like, I mean like the, all the texts really pushed me to take the action that "let's do this", you know, it sound cool. I mean, I, I I'm really now, you know, it's really driving me into click "let's do this". <laughs>

Rebecca: Yay! Okay. So, yeah. And what about this screen? What do you, what do you see here?

P13: "Upgrade" buttons, and okay… the "Hiya, friend, welcome to Avast One" Okay. "Secure connection", "Keep your online identity disguised so your info is safe for…", maybe there's a spelling error or something… "fo sho?". I don't know. Your browsing history and bank account info will stay equally private." and "sketching…uh sketchballs on the internet won't stand a chance. We will protect you from deceptive internet stuff everywhere,(like email link and sites)." Okay. "Personal identity", "Breachguard", "Tell us your email and we will keep an eye on the internet." and "We will keep you posted if we find your info, anywhere it shouldn't be." It sounds so caring too. I'm gonna… Yeah. "Secure connection set up"...

Rebecca: Okay. So that's the task.

P13: Yeah. It sounds so caring.

Rebecca: What do you mean by "caring"?

P13: I mean, like they care about like my privacy

Rebecca: And what makes you think they care?

P13: Because okay, let me, Hmm. See, because like in the first lines, under the VPN they said like "…info was still equally private… bank account info will stay equally private." It means like all my information in my phone would be safe. Private means like, I feel safe by that. Yeah. And also the last message. See, "…we will keep you posted." So it will always keep me posted like whenever they find the information like that at a place that it shouldn't be. So yeah, they are always helping me or something like that. So it makes me feel like care, like being care by that. <laughs> So I like it.

P13: "Secure connection", "Be a master of disguise, when you're connected, you can browse like you're anywhere in the world (and stay safer too)." See, even if there's a little more like "stay safe too", I mean, that really speaks to me. "Stay safe too." <laughs>. "Stay super private", "Nobody can see what you do online. Not internet providers, advertisers, nobody." Okay. "No matter where your Wi-Fi is from, we've got your back." Okay cool. "Get worldwide content", "It's like digital, teleporting! You can watch news and videos from anywhere in the world.", "Browse fast as heck", "Choose from a bunch of different servers and you get to speed you need." Hmm.

P13: I would ignore all the contents here and rather then click "accept".

Rebecca: Click through this? Cool.

P13: "All network activities on this iPhone may be filtered or monitored when using VPN." I have no idea why, in that case I want to click "allow" rather than "don't allow" this time.

Rebecca: Okay.

P13: Maybe the previous, the contents are pushed me to do that because I have already put my trust on the app already because of the text.

Rebecca: Yeah.

P13: "Your connection isn't secure right now." Ah then I feel like, okay, "…isn't secure right now." So I would figure that out what happened. Then I'm going to go back to the next page.

Rebecca: So would you say, is the VPN working?

P13: Yeah, VPN is paused.

Rebecca: Paused. And what does paused mean?

P13: It means stopped.
Rebecca: So would you say the VPN is working?

P13: Because like "Your connection isn't secure right now", the information makes me feel scared a little bit, so I will figure it out, like what happened?

Rebecca: Okay.

P13: Why that message, why that dashboard show me that info. So, yeah.

Rebecca: And what if you wanted to connect to the VPN? What would happen then? What does connect mean to you?

P13: I mean like… "Connect when working with sensitive info like banking…using public networks." I mean, the information here is like a bit [contradictory] for me. I have no idea why, because like the message under the VPN is for is like, "Your connection isn't secure right now." It means my connection is not safe, but like under the connect icon, just say like, "when working with sensitive info definitely connect." So yeah, but I will go for the "connect" because… Yeah, because like, even though the information is a secure like <inaudible>, if I'm connected, I don't know. Like it would probably make me feel, you know, safe and private. So I'm going to go and click "connect"… "Oh no, a big red bar. Please check your internet and try it again." Okay. So I'm going to check my internet.

Rebecca: Okay.

P13: And then, okay. Connect again. Okay. Browse… "VPN is connected. Browse away! Your connection is secure." Okay. I feel safe now.

Rebecca: So would you say the VPN is working now? Sorry. Didn't mean to interrupt you.

P13: Sorry again?

Rebecca: So is the VPN working now?

P13: Yes, it is working now.

Rebecca: And how do you know?

P13: Because all the information. Like "VPN is connected", and like, "Browse away", and "your connection is secure". That, that made me feel like it's working. "Your connection is secure", and also the green, right "tick" icon.

Rebecca: Okay, great.

P13: But like the difference here, what I noticed is like in the previous version, the data limit under the free plan, is not like the one that I'm using right now.

Rebecca: Mhm. What do you… what do you mean by that?

P13: I don't know. Like in the previous version like, there is no, or data limit mentions yet I guess? Under the free plan? But in here it just mentions that I have "500 MB per week is free", and like "250 MB left". I don't know. Like it didn't give me any information, but like, that's the difference that I noticed. I have no idea why.

Rebecca: Mhm, okay.

P13: Okay.

Rebecca: Thanks, so if you want to exit again from here?

P13: Well, the previous question?

Rebecca: Yeah, you can exit the same way you did for the last one to the dashboard.

P13: Mhm.

Rebecca: Thank you. And um, next we'll move on to the very last prototype. We've made it to the last one. And once again, we'll look through a very similar but different version of the ones that you just saw so we can follow the same directions as before and you can go ahead and click on this one.

P13: "Protect your device from attacks and threats online", "We have got your digital back, so you won't have to think about it." Okay. "Connect safely, no matter where you are", "Disguise your location and do what you need to do online worry-free." Okay, "Safeguard your personal info and identity", "If your email account or personal info is leaked, we will be the first to let you know." Okay. I mean, it sounds so normal. Like nothing to excite me just to take the actions, further. So anyway, "get started".

Rebecca: Okay.

P13: "Hey there" Hm, that sounds nice. "Welcome to Avast One", "Secure connection", "When you're connected to the VPN your info is hidden from the world." Okay. "Browse, bank, and binge-watch confident… watch confidently, uh knowing that it all stays private." Okay. "Device protection", "Webshield", "You don't have to worry about… <inaudible> …what link, what links you click on anymore. By using a protective VPN we will block and filter any threats that you might come across. Please tell us your emails and we will keep an eye on the internet. If your info is leaked anywhere it shouldn't be, we will notify you immediately." That sounds great.

Rebecca: And so how would you set up the VPN from here?

P13: Well, to set up the VPN, I will go and click the first one as you should.

Rebecca: Okay.

P13: "Whether you're watching cat videos or checking your bank account, your connection is safe when you're using our VPN." Okay. "Stay truly private", "Connect worry- free", "Get worldwide content", "Surf just as fast". Hide what you do online from the providers, advertisers, and the rest of the world." Okay, and "No matter where your Wi-Fi is from, we will make sure you don't have to worry about it.", "Get worldwide content", Okay. "You will have an all access pass to news and videos from anywhere in the world.", "Choose from many servers and browse with the same speed as your normal connection." Okay. As usual, I'm gonna skip it. <inaudible> Okay, "Allow". VPN is paused. Make sure you connect when working with sensitive info or when using public networks. <inaudible> this week...

Rebecca: So what do you see here?

P13: The same dashboard like the first one? "Automatically scan connected network for potential threat". <inaudible> "Make sure you connect…" Okay. Oh gosh…

Rebecca: And what happened now? What does this mean?

P13: "Please check your internet connection…internet connection and try and again." Okay. I'm going to go and check and try again.

Rebecca: Okay. Is that how you would fix the problem?

P13: Yeah.

Rebecca: Okay.

P13: "Browse away, your connection is secure", "It's safe to pause when you're on your home networks and you need maximum speed.", "It's safe to pause…it's safe to pause when you're on your home network and you need maximum speed." Okay. It's all working now.

Rebecca: Did you say that it's working or not working?

P13: It is working

Rebecca: Okay.

P13: It says like the "VPN is connected" and "Your connection is secure" So it's all okay now.

Rebecca: Great. And how would you exit once more?

P13: Sorry?

Rebecca: How would you exit to the dashboard one more time?

P13: Nothing special actually for this dashboard.

Rebecca: Sorry?

P13: I mean nothing special for that dashboard because the comments would be the same, like before.

Rebecca: Mhm, okay.

P13: "Your connection is secure." Like as long as that message gave me the sense of, you know, secures and the private is cool.

Rebecca: Okay, great.

P13: Yeah, if it is using my home network I would probably go and pause. If not, I won't pause it.

Rebecca: Okay. Thank you. So that is, um… that was the last of our prototypes. So now I'd just like to ask about some of your final thoughts. So just a second…

P13: I would like to use that one though.

Rebecca: Which one?

P13: For me like personally I prefer the second one, but like, the version two and version three should be mixed I guess. Some of the… the second one is like informal way and like very friendly. The third one is a bit normal, so it's, and like, it just the middle, but the first one is like totally serious and like a very formal way and I don't like such kind of... I don't know. I, I don't want to do this. I have no idea why, but I really prefer the second one because it sounds very friendly. <laughs> So, yeah. But like, in some cases when it's come to the security privacy issues, it should be like a little bit formal too. So I also like the third one. So if I had to give the ratings for the three versions, I will give the maximum like, 5 for the second one. And the third one is 4. And like the first one would be 3 out of 5.

Rebecca: Okay, thank you. And looking back on the three versions today, what messages stood out to you from the prototypes?

P13: If I use the VPNs, it make me secure. It would make me secure if I use the VPN. And like that is the over message that I received from the text. And I even told you, I even want to use that app so just to make sure like, my VPN is safe and my data is secure.

Rebecca: Okay. And are there any specific messages that you remember or that stood out to you from, from those versions?

P13: Yeah. I mean, I… the thing is, it gave me the information, like the size of the information is like the banking and other private, you know, stuff if I use such kind of information, my VPN or like my network should be secure and like should, should be private. So yeah, those are the information that I receive and I got the awareness or like, yeah, whatever I do, like when it comes to the, my financial stuff, like it had the connection should be secure and safe. So for that, I should use something like that. Yeah.

Rebecca: Thank you. And looking back at the VPN that you worked with today, how would you describe what it does and what it does for you?

P13: Actually, I don't know how it does as an app and I have no idea how I have to subscribe, like just to get the service. And like, of course, like if I'm cautious about like my security and privacy, I would go for like using the VPN, but like, there is no information on the app, like how I can get the services and like, what would be the price plan for that? I will be curious about it.

Rebecca: Okay. But what about the VPN specifically? What does it do?

P13: VPNs? VPN is like ours… like the connection route for me, like just to have like private connections, VPNs, like, I don't know how I have to explain that, but like what I have understand when it's coming to the VPN, it's like the secured connection or like secure network that filtered me through or not do get hacked by the others. Yeah.

Rebecca: Okay. And if you have to compare all three of the versions that you saw today, how would you compare them?

P13: Actually, I just compare like, okay. When it comes to the functionality there's nothing, not much difference, but like, I don't know, like for me, like the contents, like written in the app really speak to me. So I don't like the thing formals, like all the time. And like I saw, I liked the text when it's friendly and you know, like warm and caring. I like it because, I mean, that's what everyone like it, I don't know. And like the, like the things like "let's do this" rather than like, you know, "get started". I mean, it just like a process just to finish it. But when it comes to "let's do this", it just like at, you know, like something excitement, just, it's kind of like a fun thing, like to do rather than like "get started" okay, in that case, I have to finish it. It's like a deadline for me to finish all this stuff. And I don't want to do that. "Let's do this", this to me, like more encouraging to take the actions for me.

Rebecca: And great. Thank you. So thank you so much for your feedback. Once again, we completed everything that I planned for our session today. And earlier I mentioned that I might not be able to answer some of your questions during the session, because I wanted to see how you would behave when I, if I wasn't there. But I also mentioned if there's anything you want to know now that I could try to answer it. So do you have any questions?

P13: Yeah. Like what is like eavesdropping or something like that? It just like ear dropping kind of stuff?

Rebecca: Eavesdropping. That is… eavesdropping is when you listen to something that you shouldn't be listening to. Like, if… or like, you're watching something that would be like voyeurism. But if you're listening to something like two people having a conversation and they don't know that you're there. So…

P13: Ah, so it's kindof like a spy.

Rebecca: Yeah, like spying. Yeah.

P13: Ah, okay. And like, I don't know. It's an app? It's an app?

Rebecca: Mhm, yeah. This is an app for your phone. And it's like for cyber security. Did you…any…what about the app did you… D- did you not understand? Or like what, what are you…?

P13: I understand it's like the app itself and I even want to try.

Rebecca: Okay. Yeah. And why do you feel that you want to try?

P13: Because like, I, as I mentioned earlier, it educate me. It's like, you know, when it comes to the sensitive information I should use the private VPN. That's why, like I got like, okay, I'm just being cautious about it. And then, yeah, it would be nice to try that one. Like if it get me there, you know, privacy of my data. That's why I want to try.

Rebecca: Yeah. And would you say that the, the information in the second one got you excited to use the product and kind of motivated you?

P13: Yeah. Just because it's, yeah, it gave me the excitement at the same time. It sounds so friendly to me. It just like my friends. Okay. You know, just telling me okay, what it is. It's like, how it works and like how it should be then when it comes to, you know, cyber security. So I like it that way.

Rebecca: Yeah. Okay. So what I'm hearing is that, like, when things are explained in a way that is friendly and like the way that your friends speak, that makes you more interested and also more excited to learn more about something. Is that true?

P13: True. That's true.

Rebecca: Great. And what about the first and the third one was different from the way that your friends speak? Maybe like the first one. And then I'll ask about the third one.

P13: Yeah, I don't know. Like maybe because of the content is <inaudible>, like in each section. I mean, I feel that it's a little bit different from the second one the way it phrased it like, even though it is the same message they are giving to me, I don't feel like, I don't know. It's like a stranger for me. It's just like a formal one. Like that's somebody that I don't know, it just telling to me, like, if I go to the bank, you know, the stranger, or like maybe the staff, for example, like the first version it seems to me that like the stranger is telling about me… about the VPN, the substance of the app maybe. And the third one is like the, you know, polite and warm bank staff were just explaining the banking service. It's just like that.

Rebecca: Okay. And did you perceive like the third one as unfriendly?

P13: No. It doesn't mean it's like a friendly, it's just like I gave you the example of the bank staff. That's like, when we go to the bank, of course they are stranger, but like still, they are trying to, you know, welcome you and trying to explain politely. So it just sounds like that. Not like a complete stranger who unfriendly, you know, but like, they are, they are friendly, but like, not like your close or like not your classmate or something like that, you know, it's just like that. But like the first version is like very formal, very formal, like totally strangers. Yeah.

Rebecca: Okay. So you would overall, you would still say the second one…

P13: <laughs>

Rebecca: …seems to have gotten you more excited than the other two so...

P13: Yeah. And also I feel like they care about me, so I have to care about them by paying money for a subscription. <laughs>

Rebecca: <laughs> Well, that's a great point. That's a great…

P13: Yeah.

Rebecca: Thank you for your feedback once again. We are, yeah, we've finished with everything that I needed to, to finish today. So do you have any last questions before we finish?

P13: I'm happy to help you and like, thanks for giving me this, you know, experience as well. Now I got to know about the VPN and how I have to secure my cyber security.

Rebecca: It's important stuff.

P13: Yeah, it is.

Rebecca: So thank you so much for taking the time to meet with me and have a great day.

P13: You too have a nice evening Becca, bye-bye.

Rebecca: Bye.

Participant 14 – "Dorthy"

Interview with Rebecca S.Vaughan and Participant 14

April 24 2021, 7pm CET

Sex	Age	Highest education	Employment status	Industry	Annual income	Web expertise	Country	Native language	English level	Prototype order	UserTesting ID
Female	34	Bachelor's degree	Full-time student	International education	Less than $19,999	Average	United Kingdom	English	Native	PTC	N/A

Rebecca: Hi

P14: Hello

Rebecca: How are you doing today?

P14: I'm good. Thank you. How are you?

Rebecca: I'm doing good. Thank you so much for meeting with me today. My name is Rebecca Vaughan and I'm a researcher at a company called Avast. So I'll be walking you through the session today and I'll start with a quick overview of what the session is about. We're showing people a three prototypes of apps that we're currently working on and we'll watch how they engage with them so that we can learn what works best and why. Just to be clear about intentions, we're not testing your technical abilities at all. The goal here is just to learn how we can improve the language we use in digital products. So if there's something that seems unclear to you, that's really valuable feedback. And on the other hand, if there's something that stands out as positive, that's also valuable. And I'd love to hear your thoughts on that. Does that sound okay?

P14: Yeah, that's fine.

Rebecca: And so if you have any questions while we're going through the apps, feel free to ask anything. But with that being said, I would like to see how you would react and interact without me here. So I may not be able to answer your questions. So if there is anything that you still want to know at the end of the session, I'm happy to answer all of your questions then. Does that sound okay?Do you have any questions so far? Oh no. Is it my internet? Hey! Can you hear me?

P14: My internet crashed.

Rebecca: Was it mine or yours? Cause I thought maybe it was mine, but…

P14: I'm not sure, it just said "internet unstable" and then you froze. <laughs>

Rebecca: Oh, ok. Yeah, mine started going weird as well, but I connected to a hot… hotspot. So do you remember the last thing you heard?

P14: You said you saved my questions until the end because you want my, my true reactions.

Rebecca: Yes.

P14: You might not be able to help me.

Rebecca: Okay, great. Do you have any questions so far?

P14: Nope. No, I didn't think so.

Rebecca: So we asked for permission to record the session just for internal purposes and just to share some background on that, the reason is so that I can focus on the conversation and what you say here, and then I can go back and watch later and take notes. So we will never share your personal information, like your name or contact info with anyone. But the only thing that I might share at some point is your demographic data, like your age and your occupation, just if it's relevant to the context of the product. So do I still have your permission to record the session?

P14: Yeah, that's fine.

Rebecca: Great. Thank you for confirming. And one last thing before we move on, the interview will take about 60 minutes of your time and you'll be paid through the user testing platform about one week later. Does that sound okay?

P14: Yeah, that's great.

Rebecca: Wonderful. Thanks. So let's get started. Could you tell me about the last app that you used on your phone?

P14: Oh, probably something like Instagram, maybe, or LinkedIn, one of the two.

Rebecca: Okay. And can you tell me the last time, or if there are any messages that are memorable from the app, or if there's anything about that communication from the app that stood out to you?

P14: How, how do you mean, can you be more clear?

Rebecca: So by messages, I mean, things like descriptions or notifications or error messages, any kind of communication that would have come from the app

P14: …and as in the program itself?

Rebecca: Mhm

P14: No. <laughs> no, I don't think

Rebecca: Okay. So Thank you for sharing that info and next we'll just get right into the prototypes. So I'll show you first, the first of three and I will share my screen and give you remote access so that you should be able to click through it on your own. Can you see my screen?

P14: Yes.

Rebecca: Perfect. Just one second. I'll Just resize it. Right. Okay. And you should have remote control now. So can you move the mouse and you can go ahead and click on the screen. Okay. So let's imagine that you just downloaded this app from the app store. And what you're looking at here is your phone screen. So can you help me understand what you are seeing here? And you also can scroll, you should be able to scroll up and down on these screens.

P14: Oh yeah. Something about privacy is telling me I can "stay private when I'm surfing" I, I don't know what "find out ASAP if your info is leaked"… I've never seen something like that before, so I don't really know what that, I didn't know how, well, what I would do with that to be honest. I get "blocks sketchy emails and sketchy people online"… and obviously "let's do this", "login".

Rebecca: Okay. And without clicking anything yet, what would you do from here? If you were on your own?

P14: I'd probably click "let's do this", and get straight into it.

Rebecca: And what would you expect to happen when you clicked that button?

P14: I imagine it would take me to whatever the app is that I've downloaded. I imagine it would take me to the login page or a sign up register page kind of thing.

Rebecca: Okay. So you can go ahead and click on what you would do when I wasn't here.

P14: Okay.

Rebecca: Okay. And what do you see on this screen?

P14: So I've got a VPN setup, Webshield setup, and Breachguard, which I'm not too sure what exactly that is. Yeah.

Rebecca: And do the descriptions help you understand? Would you usually read what's on the screens here?

P14: I can't quite see the brief. I can't quite see what the, the information is…

Rebecca: Ah, okay, it's too small? Let me see if I can zoom in or something. Sorry about that.

P14: No worries.

Rebecca: Is that better?

P14: Yeah. That's way… yeah, I can see now. I could just see the titles before.

Rebecca: Do you want to go back for the last screen? Where you…

P14: No, I think that was quite… I could see what that was… that was saying quite clearly. I couldn't… just couldn't see the descriptions.

Rebecca: Okay.

P14: So what, sorry, what was your last question?

Rebecca: What… I was asking, like, if the descriptions help you understand what you're seeing here or…

P14: I'm just reading through it. Okay. Yeah. Breechguard now makes more sense now that I can see what it says. I'm not so sure about Webshield though. I thought I knew understood what that meant, but the, the description is maybe not so clear for me on here, so.

Rebecca: Okay. Thanks.

P14: And VPN, yeah, VPN makes, makes sense.

Rebecca: Okay. So next I'll ask you to do a couple of tasks and before we move on, I just want to re-emphasize that I am not testing your technical ability, so there's nothing you can do that is right or wrong. It's all valuable information. So please, don't worry about messing anything up. It's not possible and you definitely won't hurt our feelings. So please give us the good and the bad, whatever you're thinking. Just think out loud as much as you can while you're going through the app. Does that sound okay?

P14: Yeah. That's okay.

Rebecca: So if you wanted to set up the VPN, how would you do that from here?

P14: I would click on "set up" then. Oh…

Rebecca: And what do you see here? What do you think…

P14: So it it's telling me what, what the VPN does, which I already know. I'm not sure if you said set up the VPN but I wouldn't… I'm not too sure where, what I would do next if I'm honest. And it's taken me to this page but it's just, it's given me the information, but I'm not sure what…

Rebecca: If you scroll down…

P14: It's not it won't scroll.

Rebecca: Oh, really?

P14: Yeah. I'm stuck. Oh, there we go.

Rebecca: Can you see it now?

P14: Yeah, I can see it now. Thank you.

Rebecca: Okay.

P14: Okay, that's better. Yes. And now I press "next".

Rebecca: Okay. So you can go ahead and press.

P14: Thank you. Hm. Okay. So I'm just seeing…

Rebecca: You might have to scroll a little bit more because of, cause it's zoomed in, sorry about that.

P14: No worries. It's just, I just think it's slow. Yeah. So I'm just seeing the VPN privacy policy, which I would expect to see everything that you…oh it's not scrolling…<laughs>

Rebecca: Would you usually read through this if you were home?

P14: No. <laughs>

Rebecca: Okay. So you can just click on through then.

P14: Yeah. I'm just trying to scroll it. Won't it won't let me…

Rebecca: Oh really? Sorry. Okay. That's weird. I wonder, okay.

P14: Maybe if I click again, maybe it will...

Rebecca: Can you try clicking the button at the bottom?

P14: Okay. Yeah. So I, I'd just click "allow". I don't question that really. Okay. Should I tell you what I see or…

Rebecca: Yeah, I was wondering if it helps to scroll like outside of the, the app window. I dunno. Sorry. I was just scrolling to the top. If you ha, if you have trouble with the scrolling, just let me know. But it looks like you've got it.

P14: Oh yeah. It's kind of doing it. It's just a bit. It does. I'm not too sure where I am. Okay. So VPN connects, I have a free plan, which is always nice. And obviously that I can choose what location I want to pretend to be in and then a network scanner at the bottom there. So yeah. I'm quite happy to be in Sydney. That's fine. Like… continue?

Rebecca: Okay. Is that if that's what you would normally do then yeah, go for it.

P14: Probably. I'm not too fussy about where I am on a VPN, if I need to use one so...

Rebecca: So what happened now? What's that?

P14: Oh, "Oh no. A big red bar. Please check your internet and try again."

Rebecca: So how would you proceed from here? What would you do?

P14: I'd maybe tried changing the location…

Rebecca: This part isn't clickable. But is there anything else that you might do to try and solve the problem?

P14: I'd maybe check my internet to see if it's actually working as well, obviously, and then maybe try and change the location, like I said. I might try and click connect just to see if it does work and it did. Yeah.

Rebecca: Okay. Thanks. And would you say that the VPN is working now based on what you see here?

P14: I assume so, it says "browse away your connection is secure." So I would, I'd probably trust that.

Rebecca: Okay.

P14: Yeah. And just go for that.

Rebecca: Okay, thanks.

P14: Yeah.

Rebecca: Okay. And if you wanted to get back to the dashboard where we just came from, how would you do that?

P14: Press the X at the top and hope for the best. Yeah. <laughs>

Rebecca: Okay, thanks. And you mentioned that you've seen or worked with something similar before?

P14: This seems to come up on like most apps or, or things that you download now.

Rebecca: You mean the VPN?

P14: Not necessarily the VPN, but any things like Webshield and Breachguard and stuff, well maybe not Breachguard, I don't think I've seen that before, but yeah, I've seen Webshield come up a few times and I usually just ignore it if I'm honest. <laughs>

Rebecca: And okay. And have you worked with a VPN or something similar to what you just set up before?

P14: No, not really. Only when I needed to… for work, sometimes my, because it's a Chinese websites or sometimes my internet provider in the UK doesn't like Chinese websites so sometimes I have to use it. I've used a VPN before just to allow myself <laughs> to view my work schedule.

Rebecca: Okay.

P14: That's not too often. I think I've only done it twice so...

Rebecca: Okay. Thanks. So next we will check out the second prototype. So I'll just steal the mouse for just a moment. And this may look really familiar to you because it's the same, the same prototype just in a slightly different version. So we'll follow the same steps that we did for the first one as we go through this one. That sound okay?

P14: Yeah that's fine.

Rebecca: Okay. So you can go ahead and click on this one and go to that into screen. Okay. And can you help me understand what you see here?

P14: I can see "block malicious emails or websites" at the top, then "encrypt your internet connection", "monitor your leaked account data", and then "start" and "log in".

Rebecca: And what are you thinking right now?

P14: I'm thinking I would probably want to do the, the "block malicious emails and websites". Yeah. But the "encrypt your internet connection", I'm not that tech savvy. So I didn't really know what that, what that means, or why I'd need it. And yeah. And then, yeah.

Rebecca: And what about the last part?

P14: Was this one in the last one as well? The "monitor your leaked account data."?

Rebecca: Does it… what do you think? Does it look new to you?

P14: It looks something like the one on the last one. It sounds familiar anyway. Yeah.

Rebecca: Okay. Sorry. What did you… were you going to say something?

P14: No, half a thought but it's really form into a full thought.

Rebecca: Okay. And without clicking quite yet, what would you do from here?

P14: I would press "start".

Rebecca: What would you expect to happen at that point?

P14: Probably similar as before to that prototype, take me through a page…

Rebecca: Okay.

P14: …where it'll tell me to do something. Shall I click "start"?

Rebecca: Thanks, go ahead. Okay, and what do you see on this page?

P14: So I see a VPN again, Webshield again, and the Breachguard again, and they've got "set up" below each one, which is very clear, which is good.

Rebecca: Okay. And what about the description of the VPN there? Does that help you understand it better?

P14: Is it possible just to zoom in a little bit?

Rebecca: Oh yeah. Sorry. I just realized that it didn't zoom in. I forgot about that. Sorry, one sec… Options… Okay. There you go. Is that better?

P14: Yeah, that's loads better. Thank you. Okay. Yeah. VPN VPN makes sense.

Rebecca: Okay.

P14: Yeah Webshield makes sense too. Well, I don't know when I would need to use Webshield. I don't know if that's for someone like me who doesn't… who goes on Instagram a lot and that's about it really. I'm not sure if that's something I would need to set up. Yeah.

Rebecca: Okay. Thanks.

P14: And Breachguard. The Breachguard and Webshield quite sound really familiar from the it's sort of similar… they sound really similar. I don't know. Are they supposed to do the same thing? Or is it… I feel like the last description in the first prototype, it, they were quite different, and they're quite similar in this one.

Rebecca: Okay. So from what you see here does it, does, it sounds like they do the same thing?

P14: Kind of.

Rebecca: Okay. Okay. And just like the last one, if you wanted to set up the VPN from here, how would you do that?

P14: I would click "set up" again. Should I click?

Rebecca: Yeah. Yeah. Go for it. Okay. And what do you see here?

P14: So seeing the, the stand out good points of VPNs: "safe data transmission", "prevent eavesdropping", "remote and foreign access", "uncompromised browsing speeds"… the kind of thing you'd expect from a VPN and… I'd "continue".

Rebecca: Okay. Okay, go ahead.

P14: Yeah. It's just the privacy policy again, which I wouldn't read <laughs> I'd just press "accept". Okay. So yeah, just, I probably press "allow" again. Need that VPN.

Rebecca: What about here? What do you see here?

P14: So it's telling me I have limited… well I've used my… I've used the data from my free plan so now I have limited access I think? It's still in Sydney, Australia, and a big connect button.

Rebecca: Okay, and would you say… is the VPN on or off right now?

P14: It says "my connection is vulnerable" and it's "disabled" <laughs>, so I'm assuming it's off.

Rebecca: And so what would you do next?

P14: I, I'd be worried 'cause it says I've got limited… <laughs> I've got limited access, but I'd probably still try and connect.

Rebecca: Okay.

P14: Should I do that?

Rebecca: Yeah, go ahead. And what happened now?

P14: It says "Sorry, VPN couldn't be turned on. Please try again." I'm guessing. I'd probably have to buy… my free plan is over and I need to buy a plan or something from somewhere.

Rebecca: Okay. And is that the only way that you would try to solve the problem?

P14: I mean, I might uninstall the app <laughs> and then try to reinstall it for free. I don't know, I'd maybe… Yeah. I don't know. Yeah. I probably wouldn't try anything else honestly. I might press connect. Well, I might try a different location maybe and just see if it might let me… <laughs>

Rebecca: So maybe you could try and press connect if that's one thing you would try. And it works…

P14: Ooh.

Rebecca: Or is it working? Would you say based on what you see here, would you say it's working now?

P14: It says enabled and "I have secure connection", "my IP address is hidden", I'd probably assume it is working. I see the nice little green tick. It's usually a good sign <laughs> that something's working. So yeah, I'd probably assume that it's working.

Rebecca: Okay. Thanks. And if you wanted to go back to the dashboard again, how would you do that?

P14: With the X at the top…oh, thank goodness.

Rebecca: Oh whoopsies.

P14: That's okay.

Rebecca: Okay. Thank you. And so now we have made it to the last prototype. So once again, let me just move on here. Once again, we will look through a different version of the same thing. So this will look probably quite familiar to you and you can go ahead and click on this one when you're ready.

P14: Okay.

Rebecca: So what do you see here? Can you help me understand what this is?

P14: The app you mean? Or, or what?

Rebecca: Yeah. What are you looking at? What are, what are the, what does the product do? What does, what are you seeing here?

P14: I'm assuming it's like before it's like a VPN or data protection, like I don't know what to call it… hide your identity <laughs> or your phone's identity. Yeah. It's telling me to "connect safely no matter where I am." which sounds good, and to "keep my personal info and identity hidden". Yeah. It sounds like I'm going to, I'm looking to hide my, my information and my data from outside sources. So that's the, that is the goal. That's the goal here.

Rebecca: Okay. Thanks. And so just like before, what would you do to proceed if you were on your own?

P14: Hm. Okay. "Get started".

Rebecca: Okay. Thanks. And what do you see here on this screen now?

P14: I'm seeing the VPN and the Webshield, hmm, and the Breachguard again. And so the, yeah, the VPN is telling me what I'd expect from the VPN. What are they expected to do?

Rebecca: Okay. And do you notice anything different about, about this one than the last, the previous two?

P14: Yes. So it's saying "you don't have to worry about what links you click on anymore. By using a protective VPN will block and filter any threats that you might come across." So I'm guessing this is something you use after you set up the VPN. It's like a, an extra protection for whatever websites you're going on, I'm assuming. And the Breachguard. Yeah, that's just saying… I don't know how confident I feel about that one, like "tell us your emails and we'll keep an eye on the internet."

Rebecca: Okay. And what makes you not confident about it?

P14: Because that I have to breach my emails in order to… <laughs> in order to sell the Breachguard. I don't know if that sounds a bit counterproductive, I don't know <laughs>

Rebecca: Okay, sure

P14: I don't have anything to hide, but <laughs> yeah. I don't know if I would. Yeah, honestly, I don't, I'm not sure I'd bother with that in my own life, but maybe somebody would.

Rebecca: Okay, and so just like before, if you wanted to set up the VPN, what would you do next?

P14: I would click "set up" And then seeing the…just scrolling a bit... Oh, it's telling me I have a secure connection, which is good, and it's telling me "if I'm watching cat vid…cat videos or checking my bank accounts then the connection is safe if I'm using a VPN." Yeah. I feel that this is, this is different from the last one. Is that right? It's yeah.

Rebecca: Does it seem different?

P14: Yeah. It does seem, I feel like it seems different.

Rebecca: How so?

P14: Maybe I just didn't read the other ones properly. It sounds, I don't know. It just sounds a bit more easygoing. It doesn't sound so serious as maybe the other two and yeah, like the "connect worry-free" and "surf just as fast" and it sounds quite a bit more fun, I suppose.

Rebecca: Okay. Thanks. And what would you do next?

P14: I would click "next" next. Okay. So I'm seeing the VPN policy. Yeah. I, I, wouldn't still wouldn't read it. <laughs> Should I click "accept"?

Rebecca: Yeah, just whatever you would do at home? I mean, if you wouldn't read it there…

P14: Yeah, I wouldn't read it

Rebecca: …then you don't have to read it here.

P14: I'd say "allow" to the question. All right. So I'm seeing the VPN. It's telling me it's "paused", but I have a secure connection, which is always good. I have a free plan. I've got 500 megabytes left and my network scanner is on as before, yeah.

Rebecca: Okay. And what would you do from here?

P14: Connect? Oh, no.

Rebecca: What happened?

P14: It said, "please check your internet connection and try again."

Rebecca: So what would you do to fix this issue? What would you do?

P14: Yeah, I check my internet connection first to make sure I've got it on, and then, I mean, the last few times when I clicked it again, it worked. So I might just try that. Oh yay <laughs> it works. Oh, but I just noticed it said I've only got 250 megabytes left for this week. I lost half my free plan, but it works. So it's good.

Rebecca: So then based on what you see here, would you, would you say that it's working now? Could you use your VPN now?

P14: I think so. I think it's working. It's… we've got a button say pause. So usually if it says that means it's, it's going, it's the green tick on the, on the padlock. And it's telling me that I'm connected and it's a secure connection, so…

Rebecca: Okay.

P14: …I feel like it was working.

Rebecca: And what do you think they mean by connected?

P14: "VPN is connected." I feel I'd… I would hope that means it's is it means VPN is operating, it's working, hopefully. Yeah.

Rebecca: Okay. Thanks. Okay. So then if you wanted to exit from here and go back to the dashboard, what would you do?

P14: I would press "X" again. Yeah.

Rebecca: Okay. Thank you very much. So that was all the, those were all the tasks that I wanted to complete today. So I'll go ahead and stop sharing my screen. And I'd love to just ask a few wrap up questions to, sorry about that, to hear your thoughts. So looking back on the three different versions that you saw today, what messages stood out to you?

P14: Secure connection? What was it? Secure connection. I liked that they were quite clear. They said, I think it was an orange or green. Wasn't it? I can't remember what the second one said. Was it not connect there? Wasn't unconnected, not connected. I can't remember what it said, but it was, it wasn't secure. I remember that it didn't say you're connected or secure and that stood out quite obviously. And I liked that it was very clear. I mean, I, I'm not that tech savvy, but I could see the, the VPN, the, Oh, what was the second one? What was the second one called the something shields. Now the Webshield was at the bottom and in the middle of the…

Rebecca: Breachguard, I think…

P14: …Oh and the Breachguard, that's it. So the Webshield and the Breachguard, there we go. Yeah. So they were very clear about, I thought that was quite clear that where you had to click and stuff, so yeah. And they, yeah, the descriptions were good. I liked the, I like the third version best. That was fitting quite.

P14: Okay. <inaudible> …easygoing…

Rebecca: What stood out to you about the… Sorry. Didn't mean to interrupt. What stood out to you about the third word versus the other two?

P14: I think I just liked the wording better. It was, it was clear, but it wasn't, it wasn't super serious. Like sometimes I feel like with apps and stuff and you're looking for the privacy stuff, it's very serious and it feels like you're, you're giving away your information or you're, you're signing up for something that's more, not serious or it makes it sound more serious than it actually is. I don't know. I kind of like that, although it was it's a VPN or there to protect your data or whatever it's at least it, it wasn't too serious. Yeah. Using the same words. It wasn't too strict, I guess. Yeah.

Rebecca: Okay. And so what about, so you mentioned that the third one wasn't too serious. And what about the first one? Do you remember the first one? Would you consider that one serious?

P14: Oh could… could you repeat?

Rebecca: Oh, did I cut out for a second? I think maybe the internet went weird again. I asked if you remembered the first one.

P14: Is it possible to see it again?

Rebecca: Sure. This one…just one second… I'll share it again. This one.

P14: Okay.

Rebecca: Would you consider this one more serious or less serious or compared to the third one also? Cause you…

P14: I d... I don't feel that the description of the Webshield is… "shield yourself from sketchballs on the internet." It's quite funny, actually. Now that I've looked at it, I quite like it. Yeah. It's, it's clear about what it means. I still think I prefer the third one.

Rebecca: Okay.

P14: Yeah.

Rebecca: What appeals to you more about the third one, then the first one with the more playful…?

P14: I think I just like the wording and the language used. Yeah.

Rebecca: Okay. Thanks. And so you, if you were… can I, should I stop sharing my screen? Or did you want to see anything else?

P14: I don't think so.

Rebecca: Okay. So I'll stop sharing that if that's okay.

P14: Yeah. Sure.

Rebecca: Okay. So if you were describing a VPN to a friend, the one that you just set up, how would you tell them what it is and what it does?

P14: Oh, gosh, I'd say, well a VPN, is… it changes your, I want to say your IP address? I think so your, your, your phone thinks that somewhere else so that you can access different websites that may be not accessible in your area or your country. So maybe if you want to watch something on Netflix in… I dunno, in America but you're in the UK, then maybe you need to change your VPN so you can use the, the American version to watch it. So, yeah, that's maybe an example I'd give to my, my friends if I was trying to explain a VPN.

Rebecca: Okay, thanks. So, yeah. Thank you so much for your feedback. We've completed everything that I had planned for the session today. And I mentioned earlier that I might not be able to answer your questions while we were looking at the apps, because I wanted to see you interact without my, my input. But do you have any questions now that I wasn't able to answer throughout the, the testing time or the sorry, the interview?

P14: No, I didn't think so. I think it was all quite… you're very clear. And you made, give me clear instructions, so it wasn't. Yeah, it was something I could, I could probably handle on my own if I was doing it on my own. So yeah, no, it was clear. Thank you.

Rebecca: Okay. Okay. Wonderful. So thank you once again for your time and meeting with me online today and yeah. Have a great day.

P14: Thank you very much. Bye.

Rebecca: Thank you. Bye.