

Macy's DiS Core

Usability Test Script

Digital In-Store (DiS) — iPad & Kiosk | v1.0

Product	Macy's DiS Core — iPad & Kiosk
Test Type	Moderated usability test
User Groups	Admins · Associates · Customers
Devices	iPad (tablet) and in-store kiosk
Session Length	~45 minutes per group
Date / Version	_____ Script v1.0

Purpose

This script guides facilitators through usability sessions for the Macy's Digital In-Store (DiS) Core application. Each of the three user groups — Admins, Associates, and Customers — receives one page of task prompts tailored to their role. Sessions should be run separately per group. Facilitators should read prompts aloud verbatim and avoid guiding participants.

Facilitator Notes

- Think aloud: Ask participants to narrate their actions throughout the session.
- Neutral probing: Use 'What would you expect to happen?' rather than leading questions.
- Record observations: Note hesitations, errors, and confusion — not just task completion.
- Device context: Confirm whether the session device is the iPad or kiosk before starting.

User group color coding:

Admin

Associate

Customer

Admin — System configuration, associate management, settings

Admin context: You manage a Macy's location and are configuring the DiS Core system for your store's devices and associates.

SECTION A — SYSTEM SETUP & ASSOCIATE ACCESS

1

SCENARIO

You are setting up a new iPad for a sales floor associate before the store opens.

TASK PROMPT

Using the navigation menu, locate the hidden Associate Login. Walk me through how you would access it.

Follow-up cues: What gesture did you use to reveal it? | How confident are you it would be discoverable?

2

SCENARIO

A new associate needs to be given access to suspend bags at the register.

TASK PROMPT

Log in as an associate using the DiS application and confirm the Suspend button becomes available.

Follow-up cues: Was the login location where you expected? | What would you do if the Suspend option didn't appear?

3

SCENARIO

A manager wants checkout disabled on all kiosk devices for a special event.

TASK PROMPT

Navigate to Settings and describe how you would turn off checkout for this device.

Follow-up cues: Were the options clear? | What confirmation would you expect after saving?

SECTION B — REGISTRY & DEVICE CONFIGURATION

4

SCENARIO

You need to verify the registry feature is correctly set to 'Manage' mode for your store.

TASK PROMPT

From the Settings screen, locate the Manage Registry configuration and confirm it is enabled.

Follow-up cues: Was the setting clearly labeled? | What does 'Manage ON' mean to you?

5

SCENARIO

After a session ends, the kiosk should automatically reset for the next customer.

TASK PROMPT

Review the checkout confirmation screen. Is it clear to you how the device resets, and when?

Follow-up cues: How long does the reset timer seem? | Would you trust this to clear sensitive customer data?

Facilitator Observations

Key errors / hesitations: _____

Overall impression: _____

Associate — Product search, bag management, registry, customer assist

Associate context: You are a Macy's sales associate on the floor, using the DiS iPad to help a customer find and purchase items.

SECTION A — SEARCH & PRODUCT DISCOVERY

1

SCENARIO

A customer is looking for a Michael Kors tote bag but doesn't know the Web ID.

TASK PROMPT

Use the search feature to find Michael Kors tote bags and show the customer the options.

Follow-up cues: Did suggestions appear as expected? | How would you search by Web ID or UPC instead?

2

SCENARIO

A customer found a shirt they like but wants to check if a different size is available at another store.

TASK PROMPT

From the product detail page, check availability of this item at nearby locations.

Follow-up cues: Was the other stores overlay easy to find? | How clear was the inventory count per store?

3

SCENARIO

A customer wants to see the full collection a product belongs to.

TASK PROMPT

Locate the 'see the collection' option and show the customer the other items in the collection.

Follow-up cues: Did you find 'see the collection' easily? | What would you do if it wasn't there?

SECTION B — BAG, COUPONS & CHECKOUT

4

SCENARIO

A customer has a coupon and wants to apply it before checkout. They have two bag segments.

TASK PROMPT

Walk through the coupon entry process for a divided bag and explain what would happen if the coupon doesn't match.

Follow-up cues: Was it clear coupons must be entered per segment? | What would you tell a frustrated customer?

5

SCENARIO

The customer is ready to pay. You need to suspend their bag to the register.

TASK PROMPT

Suspend this customer's bag to the POS and confirm the action was successful.

Follow-up cues: Was the confirmation message clear? | Did the Bag ID display as expected?

6

SCENARIO

A customer wants to save items to share with a family member later.

TASK PROMPT

Add two items to Favorites and share them with an email address.

Follow-up cues: How many steps did the share process take? | Was the email form easy to complete?

Customer — Browsing, product detail, registry, self-service checkout

Customer context: You are shopping at Macy's and have found a self-service kiosk or tablet near a display. You'd like to browse and purchase an item on your own.

SECTION A — BROWSE, FILTER & PRODUCT DETAIL

1

SCENARIO

You are looking for a polo shirt in size Large, under \$100.

TASK PROMPT

Starting from the home screen, find a polo shirt in your size and within your budget.

Follow-up cues: Was filtering intuitive? | How many steps did it take to get to a relevant result?

2

SCENARIO

You found a shirt you like and want to see if it comes in blue.

TASK PROMPT

On the product page, explore the color options and select a different color.

Follow-up cues: Did you find 'more colors' easily? | Was the interaction to change color clear?

3

SCENARIO

You want to read reviews before deciding to buy.

TASK PROMPT

Find the customer reviews for this product and tell me what you learn.

Follow-up cues: Was the review section easy to reach? | Did the star rating feel trustworthy?

SECTION B — BAG, CHECKOUT & REGISTRY

4

SCENARIO

You are happy with the shirt and want to add it to your bag and check out.

TASK PROMPT

Add the item to your bag, then proceed through checkout.

Follow-up cues: Was the Add to Bag button easy to find? | Did checkout feel complete and trustworthy?

5

SCENARIO

You are attending a friend's wedding and want to buy from their registry.

TASK PROMPT

Find a wedding registry for 'Smith' and add one item to your bag as a gift.

Follow-up cues: Was Find Registry where you expected it? | Did the registry view make sense to you?

6

SCENARIO

You want to save an item you liked to share with a friend later.

TASK PROMPT

Favorite an item and then share it with a friend's email address.

Follow-up cues: Did the heart/favorite icon make sense? | Was the share flow clear and quick?