

# Vanguard's Robo-Advisor Usability Test Script

## Prior to Beginning the Test Checklist

- Make sure consent is received to conduct 1 hour moderated usability test that will be recorded

## Introduction

Hi \_\_\_\_\_. Thanks for being here today! My name is \_\_\_\_\_, and I'm going to be walking you through this session today. Before we get started, I just want to share some information with you about this usability study. Is that okay?

We would like to learn more about people's experiences with Vanguard's Robo-advisor tool, so we can improve the website and dashboard for future users interested in investing their money with this product. This study will have two parts. First, we will look at the advertising page of the Robo-Advisor product and second, we will look at the dashboard once someone has signed.

Please don't worry if you don't know what robo-advisor is! You don't need to know. The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

Also, if you have any questions along the way, or want to take a break or the end study, that is all okay. Just let me know. Does that sound okay?

As you go about using the links, I'll ask you to think aloud as much as possible: to describe what you're looking at and what you're trying to do and other thoughts, feelings, and expectations going through your mind. This will be a big help. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

Also, just to reiterate, I'd like to record this session, so we can review it with our team to better understand and ensure we accurately reflect your user experience. The recording will only be used to help us figure out how to improve the links visited today, and it won't be seen by anyone except the people working on this project. Is it okay if I record the session?

[Start recording if participant agrees yes]

## Pre-Test Questions

1. Could you explain which of the following best describes you: college student, early professional, mid-level professional?
2. Can you briefly describe your investment experience or familiarity with robo-advisors

## Task 1: Navigating the Robo-Advisor Page ([public-facing site](#))

**Scenario:** You are a recent college graduate and have saved up \$20,000 that you want to put in an investment account towards retirement. You come across Vanguard's Robo-Advisor page. Could you please scroll through the page and talk through what you are learning and what your next steps might be? Remember there are no right or wrong answers.

### Potential Questions:

- What have you learned about Vanguard's Robo-Advisor and what it does?
- What are major reasons you would choose to move forward with using Vanguard's Robo-Advisor?
- What are major reasons you would choose NOT to move forward with using Vanguard's Robo-Advisor?
- Do you have any remaining questions about Vanguard's Robo-Advisor or about investing?

Thank you. Now, we will move to the next section of this study, regarding Vanguard's robo-advisor dashboard.

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## Task 2: Navigating the Robo-Advisor Dashboard

### Pre-task for Dashboard

- What have you learned about robo advisors?
- [Give them a brief overview of what it is, if they have questions or confused]

**Scenario:** Imagine you are a new investor who has just signed up for Vanguard's robo-advisor service. You want to explore the dashboard and perform specific actions related to your investments. There will be three tasks or questions for this section of the usability test.

### Task A Expectations From Dashboard

**What information would you want from the dashboard before logging in?**

Next, you will see a prototype of Vanguard's robo-advisor dashboard. Please know that the prototype is not completely functional, so all of the links may not work. That is okay and feel free to click around anyways. Remember, we are testing the product and not you, so there are no wrong clicks here. Do you have any questions?

### Task B View Portfolio Overview

1. **You log in to the Vanguard robo-advisor dashboard where you've invested your 20,000 for a retirement account.**
2. **Locate the section that provides an overview of your investment portfolio.**
3. **Describe what information you expect to see in this overview.**
4. **Rate the clarity and accessibility of the portfolio summary.**

### Task C: Look at Home Screen

1. **You've set up two more goals to buy a fancy new car and an uptown condo in the future. You log into your dashboard to check on the general progress of meeting your goals.**
2. **As you scroll through the home screen of the dashboard, what do you see?**
3. **What steps would you want to take next before you log out?**

### Post-Test Questions

- What are the most important reasons they would sign up and use Digital Advisor?
- What are the main reasons they wouldn't use Digital Advisor?
- You may want to ask the participant to list the reasons and place them in order of importance as they view the site pages. Then, during the post-test questions, ask them why one reason was ranked higher than another.

### Wrap-Up

Thank you for completing the tasks! Please provide any additional comments or suggestions regarding the usability of the Vanguard robo-advisor dashboard.