

## SPECIFIC CONDITIONS OF THE PURCHASED SUPPLY

### Scope of supply

This document represents the scope of the supply and therefore the commitment of Clariter<sup>®</sup> to provide the service “User Experience Assessment” guaranteeing its execution in a professional manner, in accordance with the indications and timing agreed below with autonomous organization and management at its own risk; any violation of any of the conditions set forth herein in the articles shall result in Clariter<sup>®</sup>'s commitment terminating.

### Description of the service

Clariter<sup>®</sup> provides the User Experience Assessment service of the Customer's application thanks to the Qalya<sup>®</sup> Sense, the suite specialized in the analysis of the “Quality of experience” linked to the products/services. The strength of the Qalya<sup>®</sup> Sense methodology applied to User Experience Assessment is given by the solid experience in UX-focused activities carried out with a Human-Centred approach. The aforementioned, translated into the interaction with real users, allows to collect data and obtain truthful and detailed feedback focused on the experiential, subjective and contextual perspective of the user's navigation.

The tests aim to use a procedure to encourage the direct involvement and observation of users in the evaluation of online portals and services. This can be before or after launch, to investigate the current state and highlight improvements aimed at filling the identified inadequacies. For this reason, the delivery team, with support from UX and Human Factors specialists, applies the methodology by articulating it into three distinct phases, which are explained below:

1. Preparation;
2. Execution;
3. Analysis of the results.

### Dimensional parameters on which the supply is based

For this activity, it is expected the participation of a **sample** equivalent to **75** real users belonging to our proprietary community profiled with respect to sociodemographic and psycho-behavioural variables. These variables refer to: Profession; Educational qualification; Age; Geographical distribution; Origin; Familiarity with information technologies; Psycho-behavioural variables.

For the analysis of the application, users are asked to perform four **Use Cases (UC)** each, to ensure the highest possible quality of answers and ideas for improvement.

### Macro-phases of the activity, timeline and engagement model

For the performance of the activity, the regulatory framework indicated in the ISO 9241-11 standard "Ergonomics of human-system interaction - Guidance on usability" is taken as a reference, adapting the skills of QALYA® Sense to the aforementioned protocol, ensuring greater depth to the analysis. The following Gantt chart shows the duration in days (highlighted in different colours) of each planned activity:

	Day No.																				
Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		
Preparation	3																				
Execution							9														
Analysis of results and reporting																			3		

Below is the detailed description of the individual phases:

- Preparation:** in this phase a preliminary analysis of the application and the customer's needs is carried out, before the preparation of the tasks and the material for data collection, in addition to the involvement / activation of the working group.
- Execution:** following tests carried out internally, aimed at verifying the quality of the procedures and tasks, the most suitable environment is set up to optimize interaction with participants and data collection. Once this is done, we proceed with the actual execution of the test and the related data collection.

3. **Analysis of results and reporting:** following the collection of data, these are processed and analysed to produce a final report in Power Point version that reports the main evidence that emerged during the activity.

### Obligations of the Customer

For the start of the activity to be possible, it is necessary that the Customer contacts Clariter® at the e-mail address [ecommerce@claritergroup.com](mailto:ecommerce@claritergroup.com). A checklist will be sent to the customer, requesting information related to the details of the application that is the object of the activity:

Example information

User Experience Assessment – Service Checklist
Application Name:
Application Type (App, website):
Environment (e.g., preproduction, production)
Link/IP application access:
Configurations required to access the site/app environment:
Restricted areas that require credentials to be reached:
Specifications required to test in certain regions:
KPI of interest
Profiling variable of interest (E.g. specific personas)
Definition of any indicated personas

Are there any task or actions involving a physical payment
Please define the cost for each task/action
Please use this extra box for additional comments

It is strictly forbidden that, during the activity, especially during the conduct of the tests, changes are made to the application object of the activity. In case of violation of this requirement, Clariter<sup>®</sup> does not guarantee the final result, neither in terms of completeness nor accuracy.

In addition, the login credentials must remain valid for as long as the task requires.

### Outcome of the activity

The final report includes the following elements:

1. **Description of the User Experience Assessment activity:** methodology adopted, description of the sample and standards;
2. **Outcome of the Assessment and Executive:** overall outcome of users' experiences with respect to the general navigation of the application and summary of the most impactful evidence in terms of usability;
3. Results of the **Quality in Use Survey** according to UNI CEI ISO/IEC 25010. This survey measures specific KPIs in the scope of the Use Cases. These KPIs are listed below.
  - Success / Failure of the task: it is investigated whether the user manages to complete the assigned task;
  - Time spent;
  - Satisfaction with respect to the time spent: the user's satisfaction on whether he considers the total time required to complete the task

satisfactory. This assessment is important as it allows to have a comparison between the time of completion of a task and the actual User Satisfaction.

- Perceived ease of execution: the subjective difficulty of the relationship between user and User Interface is measured according to a Likert scale.
- Usability KPI: CSAT, SUS, NPS

3. Integrated "crowd side" and "expert side" **improvement ideas**: Integration of the improvement ideas emerged from the users involved in the sample with the considerations of the experts of User Experience, Usability and Human Factors

The provision provides only for the provision of the aforementioned results. In no case results not explicitly reported in this paragraph are included as well as any implicit results are not included even if these may seem logically connected to the results explicitly reported.

## Exceptions

Anything not explicitly indicated in the "Scope of supply" is excluded from this supply. Below are some of the exclusions, which are reported for the sole purpose of improving the readability of this supply:

1. Travel expenses, except for those, if any, indicated in the scope of supply,
2. Licensing costs of third-party products, if not those explicitly indicated in the scope of supply,
3. Support for the definition of user requirements, if not those explicitly indicated in the scope of supply,
4. Operating costs, if not those explicitly indicated in the scope of supply,
5. Anything not explicitly indicated in the paragraph "Scope of supply".

## Appendix

Below is an excerpt from the report on the provision of **User Experience Assessment**.

## KPIs



### SUS

The SUS (System Usability Scale) is a Likert scale with ten questions that give an overview of subjective usability assessments. The SUS score can be between 0 and 100



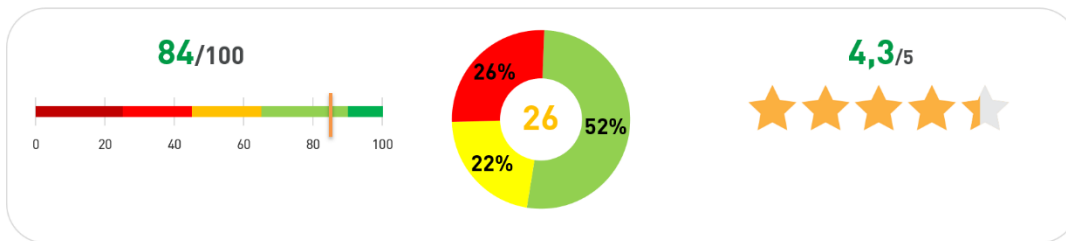
### Net Promoter Score

Net Promoter Score (NPS) is a globally recognized management tool that can be used to measure the loyalty of a company's customer relationships. NPS can be as low as -100 or as high as +100 points.



### CSAT

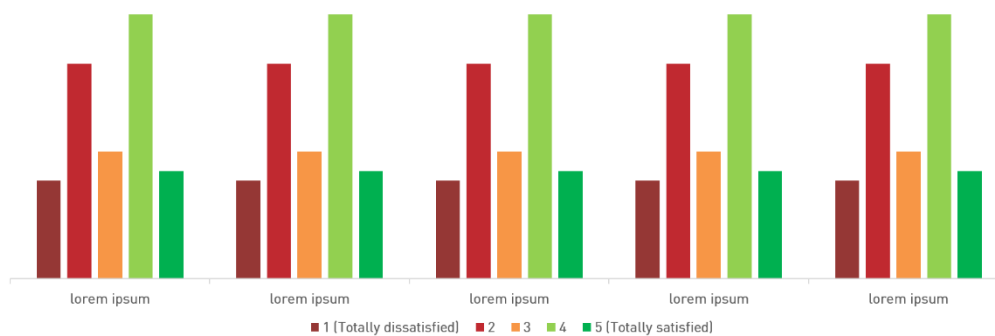
Customer Satisfaction is a measure of customer satisfaction with a product, service or experience on a scale of 1 (Not at all satisfied) to 5 (Very satisfied).



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## Functionality satisfaction



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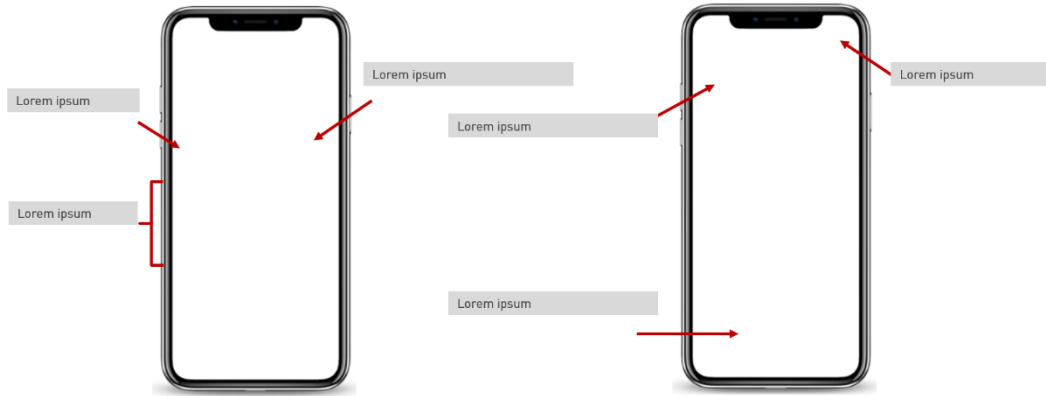
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## User Interface and Usability Tips

During the survey, requests for improvement related to the design of the app and usability issues emerged at multiple times. Below is proposed a representation with the most frequent and impactful ones and the relative solutions indicated.



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