Modified usability test script for use in I360  
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| * Web browser should be open to Google or some other “neutral” page |

Hi, \_\_\_\_\_\_\_\_\_\_\_. My name is Aaron Lack and I’m going to be walking you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why I asked you here, but let me go over it again briefly. I’m part of a course on web design at IU and today I’m asking people to try using a website I’ve selected so we can see whether it works as intended. The session should take about 15 minutes.

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.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help.

Also, please don’t worry that you’re going to hurt my feelings. I’m doing this to learn how to improve websites, and to learn from the experience, so it’s best to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

Do you have any questions so far?

OK. Before we look at the site, I’d like to ask you just a few quick questions.

**[NOTE: Modify these questions to fit your audience. Potentially make these specific to the genre of site you’re evaluating. And add anything you’d like to know about your subjects before beginning.]**

*What do you do? (For college students, what is their year/major/minor/etc…)*

*How often do you visit websites \_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

*(…to shop for beauty supplies…  
 …to purchase flowers…  
 …to find somewhere to eat…  
 …to learn about the latest trends in video games…  
 …to get the scores from recent sporting events… )*

*On a scale of 1-10, how savvy would you say you are with browsing and searching on the web in general?*

OK, great. We’re done with the questions, and we can start looking at things.

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| * Click on the bookmark/tab for the selected site’s page. |

First, I’m going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it’s for. Just look around and do a little narrative.

You can scroll if you want to, but don’t click on anything yet.

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| * Allow this to continue for three or four minutes, at most. |

Thanks. Now I’m going to ask you to try doing some specific tasks. I’m going to read each one out loud and give you a printed copy.

*Optional:*

*[ I’m also going to ask you to do these tasks without using Search. We’ll learn a lot more about how well the site works that way. ]*

And again, as much as possible, it will help us if you can try to think out loud as you go along.

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| * Hand the participant the first scenario, and read it aloud. * Allow the user to proceed until you don’t feel like it’s producing any value or the user becomes very frustrated. * Repeat for each task or until time runs out. |

OK. I’d now like to ask you just a few quick questions to wrap-up.

*Add in any follow up questions that you might find useful.*

Thanks, that was very helpful.

Do you have any questions for me, now that we’re   
done?

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| * *Stop the recorder and save the file.* * Thank them and escort them out. |