User Testing Protocol/Script - Duquesne Incline Website

Hi, \_\_\_\_\_\_\_\_\_\_\_. My name is [Name], 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 we asked you here, but let me go over it again briefly. We are asking people to try using the Duquesne Incline website that we're working on so we can see whether it works as intended.

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. 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.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we are 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 are done I will 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 then, let's get started.

Tasks:

1. First, imagine you want to contact the Duquesne Incline to ask about group tours. How would you go about finding their contact information?

2. Now, you are interested in planning a visit and want to know what activities are available around the incline area. How would you find this information?

3. Can you find the pricing information for riding the incline?

4. You are planning to visit with a group and want to book a tour. How would you go about doing this?

5. Say you're interested in learning about the history of Duquesne Incline, how would you find that information?

6. You want to know if the incline is wheelchair accessible. Where would you look for this information?

7. Finally, you're interested in buying some souvenirs. How would you find information about the gift shop?

Wrap-up Questions:

1. What things did you like about the website?

2. What are some possible areas of improvement that could be added?

3. Was there any information you expected to find but couldn't?

4. How easy was it to navigate between different sections of the website?

We are done with this user testing session. Do you have any questions for us?

Thank you so much for your time and have a great day!