

# Usability Test Script

Hi, \_\_\_\_\_. 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 asking people to try using a Web site that we're working on so I can see whether it works as intended. The session should take about 25 minutes.

The first thing I want to make clear right away is that I'm 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 to me. Also, please don't worry that you're going to hurt our feelings. I'm doing this to improve the site, so I 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 I'm 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.

You may have noticed the microphone. With your permission, I'm going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the site, and it won't be seen by anyone except me. It also helps me, because I don't have to take as many notes.

## START SCREEN RECORDER

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.

First, what's your occupation? What do you do all day?

Roughly how many hours a week altogether—just a rough estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

How much time to you spend browsing vs using email?

What kinds of sites (work and personal) are you looking at when you browse the Web?

Do you have any favourite websites?

## **The Homepage**

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

CLICK ON THE BOOKMARK FOR THE SITE'S HOME 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.

ALLOW THIS TO CONTINUE FOR THREE OR FOUR MINUTES, AT MOST.

## **The Tasks**

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. 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.

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.

### **First Task**

You have a bottle of gin, rum, soda water, and lime juice. Use the app to find an appropriate recipe.

### **Second Task**

You are stopping at the grocery store and LCBO on your way home from work because you want to make a margarita. Find the recipe and view the ingredients list.

### **Third Task**

You are at a beach themed party and want to make a tropical cocktail. View all the recipes in the tropical category.

## **Wrapping Up**

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

STOP THE SCREEN RECORDER AND SAVE THE FILE. THANK THEM AND ESCORT THEM OUT.