

USER TESTING SCRIPT & SCHEDULE

Objectives

- To determine how easy it is to navigate through the website to find event/s.
- Evaluate the effectiveness of the ticket purchasing process.
- General impression of the website

Schedule

Friday, November 21	12:00	Practice Script & Print Documents
Monday, November 24	12:30	Set up session
User 1	1:00-1:40	Participate 1 - First Session
	1:40-2:00	Participate 1 - Gathering Data
User 2	2:00-2:40	Participate 2 - First Session
	2:40-3:00	Participate 2 - Gathering Data
User 3	3:00-3:40	Participate 3 - First Session
	3:40-4:00	Participate 3 - Gathering Data

Wednesday, November 26	12:30	Set up session
User 4	1:00-1:40	Participate 4 - First Session
	1:40-2:00	Participate 4 - Gathering Data
User 5	2:00-2:40	Participate 5 - First Session
	2:40-3:00	Participate 5 - Gathering Data
User 6	3:00-3:40	Participate 6 - First Session
	3:40-4:00	Participate 6 - Gathering Data
User 7	4:00-4:40	Participate 7 - First Session
	4:40-5:00	Participate 7 - Gathering Data

Tasks

- Tell us your initial reaction after browsing the site.
- Purchase two tickets to the Trailer Park Boys on December 12 in Vancouver BC.
- Your friend just texted you and wants to join you at the show. Please add another ticket to your order.

(ESTIMATED TIME FRAME?)

- introduction & legal documents: 10 mins
- task 1: 5 mins
- task 2: 5 mins
- task 3: 10 mins

SCRIPT

Intro & Legalities

- Thank you so much for coming in today.
- We are evaluating the site northerntickets.com and are hoping to get some user feedback on the overall functionality of the site.
- This session will be recorded and will last approximately 30 minutes.
- There will be three people helping me take notes and observe your interaction with the site as well.
- Only the team working on this project will use the recording.
- Your name will not be associated with the recording or other data in any way.
- If you agree, we will get you to sign a consent form.
- Please think aloud as you work to complete the tasks.
- Your feedback is important to us and we appreciate your honesty, and will not be offended by anything you say.
- There are no wrong answers here, we are testing the site, not you.

- Any questions before we begin?

(SIGN CONSENT FORM HERE)

(GO OVER THE BRIEF OF WHAT WE WILL BE DOING)

(START RECORDING)

Warm Up(Bonding)

- Currently, how do you go about purchasing tickets online?
- Why do you choose that method?
- What device do you prefer to order your tickets? (ie desktop, tablet, phone)
- Do you have an account for _____ website?
- How often do you go to see live music and other events?
- Tell us about yourself, what type of music do you like?
- Do you have a favourite artist?

Lets take a look at the website. We will have three tasks for you to complete. Each task will take approximately 5 minutes. Any questions? Let's begin!

<p>TASK ONE 2-5 mins</p>	<ol style="list-style-type: none"> 1. Tell us your initial reaction to the website? 2. Explore the site - tell us what you think? 3. What catches your attention? 4. What would you do next? 5. Who do you think this site is designed for? Why? (<i>Probe: public, health professionals, etc.</i>) 6. Just from looking at this site, what kinds of information do you think you could get from this site? Please be specific 7. Have you heard of this site? If so tell me what you know about it. 8. Please describe the options you see on the home-page and what you think they do.
<p>TASK TWO</p>	<ol style="list-style-type: none"> 1. Purchase <u>two</u> tickets for The Trailer Park Boys Tour on December 12, 2014, Vancouver BC. 2. Why did you choose to use that search method? 3. If you were doing this at home, would you have felt tempted to leave the site? 4. What would have made this process more efficient for you?

TASK THREE

1. Your friend just texted you and wants to join you at the show, please add one more ticket to your order.

Exit Questions

- What is your overall impression of site?
- What did you like and dislike about site?
- Did you find this site trustworthy?
- How would you describe this site in 1 sentence?
- Was there anything you were expecting to see or felt should be on the site that was not?
- Would you use this Web site again in the future? Why/why not?
- What would entice you to return?
- Final comments