

Usability test script - Web sites- modified-wats-4010

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THE INSTRUCTIONS

☐ **Web browser should be open to Google or some other
“neutral” page**

Hi, _____. My name is Micky, 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’re asking people to try using a Web site that we’re working on so we can see whether it works as intended. The session should take about 30mins or less.

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 to us.

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'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.

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

Also, there are a few people from the Web design team observing this session in another room. (They can't see us, just the screen.)

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

- | |
|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Give them a recording permission form and a pen<input type="checkbox"/> While they sign it, START the SCREEN RECORDER |
|---|

Do you have any questions so far?

THE QUESTIONS

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

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

Do you have any favorite Web sites?

THE HOME PAGE TOUR

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, is the site familiar at all?

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. 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.

Site: ebay.com

Test1: buy an item

- Look for an item you would buy
- Proceed all the way to check out page of item
- Have info filled in on check-out page. (but don't actually click check out)

Test2: sell an item. (first time seller it gives walk through)

- Get to the seller's page
- Create an item you want to sell
- Fill in the details of item
- (but don't actually click publish)

- ☐ **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.**

PROBING

Thanks, that was very helpful.

If you'll excuse me for a minute, I'm just going to see if the people on the team have any follow-up questions they'd like me to ask you.

- ☐ **Call the observation room to see if the observers have any questions.**
- ☐ **Ask the observers' questions, then probe anything you want to follow up on.**

WRAPPING UP

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

- ☐ **Give them their incentive, or remind them it will be sent to them.**
- ☐ **Stop the screen recorder and save the file.**
- ☐ **Thank them and escort them out.**