

## Moderator Script

Hi, [participant name]. My name is [moderator 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'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 20 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 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.

Also, [observer name] is from the Web design team and he will be observing this session.

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.

[Hand the PIF document to the participant]

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.

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

Do you take interest in the topic of food sustainability?

What daily measures do you take to prevent wasting any food?

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?

#### [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, 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.

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 context 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]

#### [WRAPPING UP]

Thanks, that was very helpful.

In order for us to collect some final feedback, I'll kindly ask you to fill out this form

[<https://forms.office.com/r/CUKRMSjFfH>]

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

[Answer any questions asked]

[Give them their incentive, or remind them it will be sent to them]

[Thank them and escort them out]