

**Facilitator's Guide  
Usability and Content Testing  
Of Carlease and Lingscar  
Websites  
Audience: Potential Car Buyer's**

## Introduction

Thank you for agreeing to participate in this usability testing.

We are doing usability analysis of [www.carlease.com](http://www.carlease.com) and [www.lingscars.com](http://www.lingscars.com) as our final project for the course INFM 605. I would like to talk to you about these sites, their content and design, and how you might use them. I will ask you to try out a few tasks that I have prepared to check out different parts of these sites.

As we have discussed earlier, me and you would be sitting together and I would observe, provide feedback and take notes while you perform the tasks given.

As we go through these tasks, feel free to offer any comments that occur to you, but don't feel obligated to do that. I'll be looking for things about the way you work with the website that I'm interested in learning about. We'll talk about them as they occur or after you've done each task.

There are two important things you should keep in mind while you do the tasks:

- First, I am assessing the site: not you. The website is supposed to make sense and be easy to use. If it isn't, that's a problem with the site—not with you. You cannot make any mistakes today.
- Second, I did not create this site or the content on it, so you can't hurt my feelings with any criticisms you might have. If there are problems with the way the site is laid out or how the content is expressed.

Do you have any questions for me before we get started?

### **Task 1: First Impressions**

We'll be looking at 2 different car-leasing sites. Take few minutes to look over the sites and get familiar with their design.

Note where the participant goes naturally. See if they go to the general area and the specific information for persons at risk or just one of the areas. Allow them to free explore a bit before doing specific search tasks.

Question: What's your first impression?

If mentioned, probe on their understanding of the relationship between the top 6 boxes and the audience specific information. If not mentioned here, discuss this as part of the post evaluation interview after they have more experience.

Let's try a few tasks and then we can talk some more about the design.

### **Task 2: Leasing quotes**

Here we will be asking the participants to get the leasing quotes by navigating through both the website to test the ease of discovery.

Question: Get the leasing quote?

Follow up: How easy or difficult was it to find the link to get the leasing quote? Was it where you think it should be?

### **Task 3: FAQ'S**

The aim of this task is to know whether the participants can find the link to frequently asked questions before contacting the respective companies with their queries.

Question: Where can you find the FAQ section in the websites?

Follow up: How easy or difficult was it to find the FAQ section? Was it where you think it should be?

### **Task 4: Leasing a car**

Here we will ask the participants to complete the process of leasing a car (BMW 2series convertible) up to to the submission of the details but not completing the financial transaction.

Question: Lease a BMW 2 series convertible

Follow up: How easy was it to select the car and finish the leasing process?

## **Task 5: Contact**

We will be asking the participants to find the contact details of the respective companies to resolve their queries that could not be answered by FAQ.

Question: Find the contact details?

Follow up: How easy or difficult was it to find the contact section? Was it where you think it should be?

### **Post-Test Interview Questions**

Great, now I'd like to ask you a few questions.

1. How easy was it to navigate and accomplish the task assigned?
2. How easy was it to find the information needed?
3. Did you feel comfortable using the system?
4. Did you like using the interface of the system?
5. How easy was it to learn to use the system?
6. Are you satisfied with usability of the system?
7. What surprised you the most today?

### **Wrap up**

OK, we're done. Are there any questions you would like to ask me about these sites or about today's experience that I did not ask you about?

Thanks again for your participation.