

Usability test script

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

Hi, _____. My name is _____, and I’m going to be walking you through this session today.

Before we begin, I have some information for you.

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 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.

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.

If you have any questions as we go along, just ask them. I may not be able to answer right away, since we’re interested in how people work alone, but I can answer at the end. 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.

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

☐ **Give them a recording permission form and a pen**

☐ **While they sign it, START the 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?

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

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great, 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.**

Thanks. Now I'm going to ask you to try doing some specific tasks without using Search or Ctrl+F. We'll learn a lot more about how well the site works that way.

And again, it will help us if you can try to think out loud as you go along.

If you find yourself hesitating when attempting to find something, please try to say why you're hesitating, or what's confusing.

- ☐ **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.**

Tell me your general impression of the site is, like what's it for, what it offers

Can you find the location?

Can you find the hours?

Can you find how much chain would cost?

Find when they were founded

Can you tell what page you're on throughout the site? Go ahead & click around some more.

Did you notice anything that didn't make sense? A weird design choice that was confusing to use, or made you pause & think?

Thanks, that was very helpful.

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.**