USABILITY TEST SCRIPT - Blocbox

Hi \_\_\_\_\_\_\_\_\_\_\_, my name is Dominic and I’m going to walk you through this user test session today. Before we begin, I have some information for you and if you don’t mind I am going to read it out loud to make sure that I cover everything.

You probably have a good idea of why you are here, but let me go over the expectations again briefly so we are all on the same page. We are asking people use a *clickable prototype* version of our client’s website so we can see if it works as intended. What a *clickable prototype* means is that this is not an actual website, but rather a series of screenshots that have *hot spot* clickable links. I’ll elaborate more on this later.

The first thing I want to make clear right away is that we’re testing the website prototype, not you. You cannot do anything wrong here.

As you use the *clickable prototype* I am going to ask you as much as possible to try to think out loud. Please 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.

\_\_\_\_\_\_\_\_\_

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

If you have any questions as we go along please feel free to ask them. However, please note that I may not be able to answer them right away since we’re researching how people do when they don’t have someone sitting next to them. But, if you have any questions when you’re done I will be sure to answer them then.

With your permission we’re going to record what happens on the screen as well as 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.

* Start the screen recorder

\_\_\_\_\_\_\_\_\_

Do you have any questions so far?

Before we look at the site, I’d like to ask you just a few quick questions:

First, what’s your occupation?

Roughly how many hours a week —just a ballpark figure— would you say you spend using the Internet, including web browsing, social media and email, at work and at home?

Do you have any favorite web sites?

\_\_\_\_\_\_\_\_\_

Okay great, we’re done with the questions, and we can start looking at the prototype.

First, I’m going to ask you to look at the homepage and tell me what you think of it. What do you like about it? What do you not like about it? What do you think this website does? Who is this website for? Just have a look around and do a little narrative.

You can scroll if you want to, but please don’t click on anything yet.

* Bring up the website’s homepage.
* Allow the homepage dialogue to continue for two to three minutes at most.

\_\_\_\_\_\_\_\_\_

Thanks. Now I’m going to ask you to try doing some specific tasks. I’m going to read each one out loud and then give you the tasks on a separate sheet of paper for reference.

As this is a *clickable prototype* please note that there will not be any search function. Also, since this prototype is in the very early stages there are a lot of links that are not operational. We are only testing the links and features that are operational within this user test. Please also note that all black boxes are where future photos will be.

* Hand the participant the first scenario, and read it aloud.

For the first scenario imagine you are interested in trying a new bookmarking and file sharing web app similar to EverNote or Box.com. Please sign up for the free trial of Blocbox. After signing up please add your first image, note or link to your account. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click through. \*\*

* Hand the participant the second scenario, and read it aloud.

For the second scenario, please imagine you are a returning user who has already created an account with Blocbox.com. Please sign in to your account. Once signed in please navigate to your account information page and upgrade to the “Professional” plan. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click through. \*\*

* Hand the participant the third scenario, and read it aloud.

For the third scenario, please imagine you are a returning user who has already created an account with Blocbox.com. Please sign in to your account. Once signed in please navigate to your account information page and add a new Avatar/image to your account. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click. \*\*

* 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.

Thanks, that was very helpful.

\_\_\_\_\_\_\_\_\_

Do you have any questions for me or about the site now that we’re done?

* Give the user test subject 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.

User Test Scenario 1:

For the first scenario imagine you are interested in trying a new bookmarking and file sharing web app similar to EverNote or Box.com. Please sign up for the free trial of Blocbox. After signing up please add your first image, note or link to your account. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click ☺. \*\*

User Test Scenario 2:

For the second scenario, please imagine you are a returning user who has already created an account with Blocbox.com. Please sign in to your account. Once signed in please navigate to your account information page and upgrade to the “Professional” plan. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click ☺. \*\*

User Test Scenario 3:

For the third scenario, please imagine you are a returning user who has already created an account with Blocbox.com. Please sign in to your account. Once signed in please navigate to your account information page and add a new Avatar/image to your account. \*\* PLEASE NOTE - You will not have to include any personal information whatsoever on the sign up, sign in or billing information pages. Just click ☺. \*\*