**Usability test script - Web sites**Reprinted from *Rocket Surgery Made Easy*  
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**THE INSTRUCTIONS**

| * **Web browser should be open to Google or some other “neutral” page** |
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Hi, \_\_\_\_\_\_\_\_\_\_\_. My name is Amelia, 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 to see whether it works as intended. The session should take about an hour.

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.

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.

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?

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?

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.** |
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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.** |
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**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 without using Search. 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.

| * **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.** |
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**PROBING**

Thanks, that was very helpful.

| * **Ask any follow up questions.** |
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**WRAPPING UP**

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

| * **Thank them and escort them out.** |
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**Tasks**

1. **Create an account**

**You want to save a listing for later, which you need an account to do.**

**Create an account on Craigslist.**

1. **Find something to do this weekend**

**You don’t have any plans for the weekend, and you’re looking for something to do. Your friends are all busy, and you don’t want to drink, which narrows down your options.**

**Find something fun happening this weekend that you could attend.**

1. **Create a listing for something you’d like to sell**

**Your brother got you a brand new laptop for Christmas, but your old one still works fine, so you’re hoping to get some money for it.**

**Create a listing on Craigslist to sell your old laptop, and save it as a draft.**

1. **Find a car repair person**

**Your car is making weird noises and you can’t get it out of the driveway, and you don’t want to have it towed to a shop.**

**Find a car repair person who is willing to travel to your house to fix your car.**

1. **Look for jobs in a city you’re moving to**

**You’re moving to Albuquerque in a few months, and you don’t have a job yet. You don’t have a degree, so your options are limited.**

**Find a job that doesn’t require a college degree.**

1. **Find a child’s bicycle to purchase**

**Your daughter is turning ten next month, and she really wants a nice bike.**

**Find a bike in good condition for your daughter’s birthday.**

1. **Look for an apartment**

**Your lease is almost up, and you still don’t have a place to move. Your budget is pretty tight, and you don’t want to get a roommate. You also can’t move too far because of your job.**

**Find a one bedroom apartment under $1,500 within 15 miles of your current place.**

1. **Find advice on your computer problems**

**You have been on the phone with tech support for hours, but no one has been able to help you. You decide that maybe someone else has had the same problem and would know how to fix it.**

**Look for advice on why all of your contacts disappeared.**

1. **Find a book**

**You’re looking for a gift for a book-loving friend, who also enjoys fashion, sports, and nature.**

**Find a book for your friend relating to something they enjoy.**

1. **Find contact information for Craigslist**

**You’re having issues with the site, and nothing you try is helping, so you need to get in contact with a support agent.**

**Find a way to contact Craigslist support or send a support ticket.**