

# User Test Script

## Pretest Checklist

- Clear cookies
- Login with email: (See Note\*\* Below) password: (See Note\*\* Below)
- Remove login saved memory
- Double check success criteria
- Print task instructions, one per page
- Print post-test questionnaire
- Print logging sheet
- Print this Test Script
- Start screen recording

Note\*\*: You need to create a new test email account to provide to the user. See User Test Plan for details.

## Posttest Checklist

- Stop recording, save audio and video to backup drive
- File informed consent form
- File logging sheet

## Introduction to demo

Moderator (with a big smile!): Thanks for coming in today! We're constantly trying to improve our product, and getting your frank feedback is a really important part of that.

The goal for today's session is test the website - Hipmunk. I'm here to learn from you so I'll ask a lot of questions, **but I'm not testing you**. There are no right or wrong answers.

I'll start this session by asking some background questions. Then I'll show you some things we're working on, and ask you to do some tasks. As you work on the tasks, please **think aloud**. This means that you should try to give a running commentary on what you're doing as you work through the tasks. Tell me what you're trying to do and how you think you can do it. If you get confused or don't understand something, please tell me. If you see things you like, tell me that too. I want to emphasize that, **you won't hurt my feelings** by telling me what you think. In fact, frank, candid feedback is the most helpful.

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If you do get stuck, **I'm going to try not to answer your questions** or tell you what to do. I'm just trying to see what you would do if you were using it on your own. But don't worry--**I'll help you if you get completely stuck.**

Do you have **any questions** before we begin?

## Consent Form

Present Consent form, summarize it, and obtain signature

## Pre-test Questionnaire

1. Have you used Hipmunk before?
2. Tell me about the last trip you planned.
  - a. What do you usually use to plan your trip?
  - b. What is your primary purpose for travelling?
  - c. What is your primary concern?
  - d. What is your budget?
3. What information is the most important when you are planning your trip?
4. How often do you travel?

## Task Instructions

Print tasks and present them, one at a time. Read each task aloud and give the printed sheet to the participant.

## Debrief

1. **Review parts of the test where the user struggled:** What difficulties did you have on \_\_\_\_? I noticed you struggled with\_\_\_\_, can you tell me what happened? You paused here, tell me more about that.
2. **Preferences:** What did you think of the site? What did you like/dislike?Which parts of this page are most/least important to you?
3. **Changes:** If you had 3 wishes to make this better for you, what would they be? Why?
4. **Understanding:** How would you describe this to a friend?
5. **Use Cases:** Under what circumstances would you use this? Why?

## Conclusion

This has been incredibly helpful. Today, you mentioned...[Moderator: Try to briefly summarize some key parts of the discussion or issues.] Your input is really valuable for

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me and the team as we think about the next steps for these ideas. We really appreciate your taking the time to come in, and answering all of my questions. Thanks SO much!

[Moderator: Give participant incentive gift, if appropriate.]