**Experimenter Script**

**Introduction and Explanation**

Hello *[Participant's Name],* I'm *[Your Name]*, and I'm here to guide you through today's session. Before we dive in, I'd like to share some important information with you, and I'll read through it to ensure we cover everything. You likely have an understanding of why you're here, but let me briefly reiterate. We're inviting individuals to test a website we're developing to assess its functionality, as a milestone for our final project of ASU CSE463 . The session is anticipated to take about an hour.

I want to emphasize right away that we're evaluating the site, not you. There's no way to make mistakes here; you're in a safe space. Your input is invaluable, so as you explore the site, please try to think out loud—express what you're looking at, what you're attempting to do, and your thoughts. This helps us tremendously.

Feel free to ask questions during the session. While I may not provide immediate answers to simulate independent exploration, I'll address any questions you have at the end. If you need a break at any point, just let me know.

You may have noticed the microphone. With your permission, we'll be recording the on-screen activity and our conversation. This recording is solely for improving the site and will be seen only by the project team. It also aids me, reducing the need for extensive note-taking.

Before we proceed, I'll ask you to sign a simple permission form. It confirms your consent for us to record, and the recording will only be viewed by the project team.

*--- Provide them with the Link for the Consent Form : LINK*

Do you have any questions so far?

*--- Wait for them to ask any questions if any*

*--- Start the recording with their face visible*

Here is the Link for the User Demographic Questionnaire.

*--- Provide them with the Link for the Demographic Questionnaire : LINK*

Please take your sweet time to fill the questionnaire and I will get ready with the link for the Website.

**User Scenarios**

Here is the Link for the Website we will be performing tasks on: *Link for Original Website and Axure Prototype*

Please let me know once the website is loaded and we are good to go.

**Task 1: You're renovating your bathroom.**

Begin by scanning the entire homepage for various sections and Navigation bar menus.

Now explore by scanning the homepage and explore the "Clearances" section, for the "**Light Grey Mosaic Vinyl Floor Tiles**." If you find it, great! Check out the delivery options and choose **'Homebase London Haringey Store'** for **Pickup**. If the product is unavailable, simply report it and return to the homepage. (NO NEED to add it in Cart.)

This concludes first task and we would like to know if you were able to locate the item or not.

*--- Provide the same information to them on the CHAT Window*

Please let me know once you have read the Task Description.

*--- Start the Timer for Task 1*

Please let me know when you think you have finished the Task.

*--- Lap 1 marks the end time of Task 1*

Here is the Post Completion Questionnaire for Task 1

*--- Provide them with the Link for the Post Session Usability Survey: TASK 1 Questionnaire: LINK*

Once you are done, we can move to Task 2.

**TASK 2: Let’s go shopping for your bathroom essentials!**

We are looking for following Items to be added to the cart.

1. **1 sets** of “**Double Door Mirrored Bathroom Cabinet “**in **White**
2. **1 sets** of "**Homebase Towel Bar Square**" in **black**
3. "**Country Living Starry Skies White Light Porcelain Floor & Wall Tile** **1.42sqm pack - 450x450mm**”
4. "**Madeira Single Ended Straight Bath**" (priced below 200 Euros)

*Feel free to make any assumptions if needed.*

Try to choose delivery for all items, but if that's not possible, select the "Collect" option.

Let us know the final total in your cart—which will conclude this task.

*--- Provide the same information to them on the CHAT Window*

Please let me know once you have read the Task Description.

*--- Start the Lap for Task 2*

Please let me know when you think you have finished the Task.

*--- Lap 2 marks the end time of Task 2*

Here is the Post Completion Questionnaire for Task 2

*--- Provide them with the Link for the Post Session Usability Survey: TASK 2 Questionnaire: LINK*

Once you are done, we can move to Task 3.

**TASK-3 : Let’s customize your cart.**

Open your cart and perform the following modifications:

1. **Remove** those **two sets of "Homebase Towel Bar Square."**
2. Add **"3 Bags of 8kg Kube Block Salt"**
3. Adjust the quantity of **" Double Door Mirrored Bathroom Cabinet " to 2**.

What's the new total in your cart? Let us know and the Task 3 concludes.

*--- Provide the same information to them on the CHAT Window*

Please let me know once you have read the Task Description.

*--- Start the Lap for Task 3*

Please let me know when you think you have finished the Task.

*--- Lap 3 marks the end time of Task 3*

Here is the Post Completion Questionnaire for Task 3

*--- Provide them with the Link for the Post Session Usability Survey: TASK 3 Questionnaire: LINK*

Once done, we can move to the final task 4.

**TASK 4: It’s time to checkout for your selected items.**

Proceed to checkout with the following details:

* Name: Test User
* Mobile No: 98765432100
* Address: La Piazzetta 2, White Kennet Street, London, with **postcode**: **E1 7BS**.

For any unavailable  item, remove it from your cart. Choose "Free (0 Euro) Delivery" for applicable items.

Provide the following payment details:

* Card Number: 4263982640269299
* Name: Test User
* Expiry: 02/2026
* CVV: 837

If you encounter any errors during this process, report them to us. Tasks complete!

*--- Provide the same information to them on the CHAT Window*

Please let me know once you have read the Task Description.

*--- Start the Lap for Task 4*

Please let me know when you think you have finished the Task.

*--- Lap 4 marks the end time of Task 4*

Here is the Post Completion Questionnaire for Task 4

*--- Provide them with the Link for the Post Session Usability Survey: TASK 4 Questionnaire: LINK*

YAY! We are done with all the tasks we want to achieve from this session.

Here is the Link for the Post Session Usability Survey for the Entire Experience.

*--- Provide them with the Link for the Post Session Usability Survey: TASK 4 Questionnaire: LINK*

**Debrief and Conclusion**

*--- Stop Recording and make sure the video is saved.*

A sincere thank you for your dedicated participation in our AB testing interview. Your commitment to completing tasks and providing insightful feedback greatly enhances our project. Your efforts are instrumental in refining the user experience of our eCommerce website. We genuinely appreciate your time, patience, and valuable contributions.

Thanks again for being an integral part of our testing process.