

Usability Test Script

Example

Ontario Parks Website

INTRO

Hi, _____. My name is Andrei, and I'm going to walk you through this usability test session today.

Before we begin, I just want to clarify a few things. The purpose of this test is for me to observe how users like yourself interact with a website, specifically Ontario Parks. This session should take about 10-15 minutes.

The most important thing to keep in mind is that we're testing the website, not you. You can't do anything wrong here. Feel free to express your thoughts as you go along, even if you're unsure of something. If you're thinking about what to click, or wondering where something is, or if you feel confused, please share that with me. The more you talk, the more helpful it will be.

Also, please don't worry about hurting anyone's feelings—our goal is to improve the website, and your honest feedback is essential.

If you have any questions as we go along, feel free to ask. I may not be able to answer them right away, as we want to see how you navigate the site without assistance, but I'll address anything at the end.

If screen recording will be used:

Lastly, we'll be recording this session, including both the screen activity and our conversation. The recording will only be used for internal purposes to help us improve the website. If you're okay with that, we'll proceed. The recording will not be shared with anyone except the project team.

Before we start, I'll ask you to sign a permission form allowing us to record you during the session.

Please sign this form, and while you do that, I'll start recording.

THE QUESTIONS

OK, now that we're ready, I have a few quick questions to get to know you a bit better:

1. How often do you use the Internet for work or personal use?
2. Roughly how many hours a week do you spend browsing the Web, including looking for information or shopping online?
3. Can you name a few websites you visit regularly? What kind of websites do you typically browse—are they for leisure, work, or something else?
4. Have you ever visited any parks or campgrounds in Ontario? If so, how do you usually find information about them?
5. How old are you?
6. What is your level of education?
7. Do you have any questions about the test so far?

THE HOME PAGE TOUR

Great, we're going to start by looking at the Ontario Parks homepage. Please take a moment to explore the page and tell me what stands out to you.

Take a moment to scroll if you'd like. You don't need to click anything just yet—just tell me what you see and what comes to mind as you look at the page.

- What do you notice first when you land on this page?
- What do you think this site is for?
- What can you do here? What's the main purpose of the site based on the homepage?
- Do you feel like it's easy to understand what this website offers just by looking at the homepage?
- How would you describe the overall layout of the page?

Now, I'd like you to perform a task for me.

TASK: Find a Park for a Weekend Getaway

Imagine you're planning a weekend getaway to a provincial park in Ontario. You're not sure which park you want to visit yet, but you'd like to explore your options.

Your goal is to find a park that's suitable for a weekend getaway. You can use any of the options available on the homepage to get started. Please think out loud as you search for information, and let me know what you're looking for, what you're thinking, and if anything feels confusing.

WRAP-UP QUESTIONS

Thank you for completing those tasks! We're almost done, but I'd like to ask you a few follow-up questions to gather your final impressions.

1. How easy or difficult was it to complete the tasks I gave you? Were there any moments where you felt unsure about what to do next?
2. Was there any information that you were hoping to find, but couldn't locate on the website?
3. How would you rate the overall user-friendliness of the website? Was it easy to navigate, or did you face any challenges?
4. If you could suggest one thing to improve the website, what would it be?

CONCLUSION

Thank you so much for participating today! Your feedback is incredibly helpful, and we'll use it to improve the website. If you have any other comments or thoughts after today's session, feel free to reach out.

Take care, and thanks again!

Data & Notes

Questions before test

1. How often do you use the Internet for work or personal use?	
2. Roughly how many hours a week do you spend browsing the Web, including looking for information or shopping online?	
3. Can you name a few websites you visit regularly? What kind of websites do you typically browse—are they for leisure, work, or something else?	
4. Have you ever visited any parks or campgrounds in Ontario? If so, how do you usually find information about them?	
5. How old are you?	
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- What do you notice first when you land on this page?	
- What do you think this site is for?	
- What can you do here? What's the main purpose of the site based on the homepage?	
- Do you feel like it's easy to understand what this website offers just by looking at the homepage?	
- How would you describe the overall layout of the page?	
Observations during task completion	

Wrap-up questions

<p>1. How easy or difficult was it to complete the tasks I gave you? Were there any moments where you felt unsure about what to do next?</p>	
<p>2. Was there any information that you were hoping to find, but couldn't locate on the website?</p>	
<p>3. How would you rate the overall user-friendliness of the website? Was it easy to navigate, or did you face any challenges?</p>	
<p>4. If you could suggest one thing to improve the website, what would it be?</p>	