**Usability Study Script**

* Introduce yourself:
  + My name is [XYZ] and I am a student at UC Berkeley working on developing a real estate dashboard. Today, we’re going to conduct a usability study.
* Share basic framework for meeting with participant:
  + Participation today is optional and the study will take approximately 30 minutes of your time. You can interrupt me anytime, refuse to answer a question, or stop this session at any time.
  + For all the questions I ask today, please be assured there are no right or wrong answers. I ask that you think aloud as you go try to answer each question so I can understand your feedback.
  + For posterity, I am going to record today’s session so I can write up your feedback. Can you confirm you’re okay with that?
* Share link with participant to visualization:
  + Website:
    - <https://people.ischool.berkeley.edu/~hrancic/>
  + Tableau PUblic Link:
    - <https://public.tableau.com/views/baseline_interaction_16478078360970/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link>
  + Google Drive (dashboard):
    - <https://drive.google.com/drive/folders/1HywvF83XYLv4-R8b8CEMASd0REub2HIa?usp=sharing>
* Introduce question format:
  + For this study, our team from UC Berkeley’s Data Visualization class are exploring different influences on Miami real estate prices. During today’s session, there will be:
    - 5 open-ended questions
    - 4 debriefing questions
    - 3 Likert-Scale questions
* Questions
  + **Test Tasks:**
    - Which region of Miami has the most expensive real estate per SF?
    - Which region of Miami has the highest structure quality?
    - Which region is the best value considering structure quality and price per SF?
    - Are you able to determine the areas with a higher threat for sea level rise based on proximity to water?
    - Are you able to determine if real estate cost increases or decreases with proximity to water?
  + **Debriefing Questions:**
    - What was the most confusing part of this tool?
    - What, if anything would you improve on the dashboards?
    - If you needed to review real estate in Miami, would you continue utilizing our dashboard? Why or not?
    - Were you surprised by anything you found today?
  + **Likert Scale Questions:**
    - Using a scale 1 (strongly disagree) to 3 (neither agree nor disagree) to 5 (strongly agree):
      * I feel this dashboard is intuitive for gaining insights.
      * I found it’s easy to tell the difference between a high-and-low quality structure.
      * I would recommend this visualization to someone trying to buy a house in the Miami area.
* Thank participant
  + Thank you so much for your time today! I greatly appreciate your feedback and answers. Have a wonderful day and I hope you’ll consider participating in future studies with UC Berkeley.15