

## Amazing! Study Script

- Greeting the participant
  - Basic greeting
    - How are you?
    - I'm glad you could come today.
    - Did you have any trouble finding the room?
  - Introduce the other people in the room
    - This is David. He will be taking down some notes during the test.
  - Set the stage
    - Thank you for helping us
    - We are designing an interface for the "Amazing!" e-commerce website
    - It is supposed to help people perform the following tasks
      - Logging in to an account
      - Searching for products
      - Writing product reviews
      - Purchasing products
    - We are very interested in what you think of the design so far
    - We are testing the prototype, not you
    - We will record the test for analysis purposes only
    - We have other observers on the other side of the one way mirror
    - The test will take 10 minutes to complete
    - We expect to make changes to the design
    - Please do not hesitate to tell us anything you see or think about the design
    - I will be giving you directions in a moment
    - Then you will participate in the test
      - I would like you to think out loud and describe why you do things and how you feel about the way they are done
      - You can ask me questions, but I may not be able to answer them directly; I will try to answer them after the test
      - Remember, there are no right or wrong answers
    - We will have a chance to discuss the test after it is finished
  - Have the subject practice thinking out loud
    - When you look at the screen, what are your first impressions
- Preliminary Interview
  - Warm up questions
    - We would like to find out a little about you before you begin
    - Have you used ecommerce websites before?
    - What sites did you use?
    - Do you prefer brick-and-mortar stores or online shopping?
- Testing portion: Providing Instructions
  - Provide the directions for the tasks (they may be repeated as the test proceeds)
    - Scenario 0: Login as user "user"**
    - Scenario 2: Search for the product "phone"**
    - Scenario 3: Write the review "good"**
    - Scenario 4: Add the product to cart and purchase**
  - Orient the participant to the screen objects and test elements

- Without explaining design make sure that they know what to look for and what to comment so they won't waste time searching for items that don't exist
  - Provide an opportunity to clarify instructions
    - Are the directions clear?
    - Do you have any questions?
  - Elicit and record observations
    - Why did you choose that method?
    - Do you normally do it that way?
    - Yes, that seems difficult. Thank you for pointing it out
    - That's an interesting question; let's talk about it at the end of the test
  - Capture the participants impressions
    - We would like you to think out loud as you perform the tasks
- Debriefing the Participant
  - Thank the participant
  - Ask if he or she has any questions
  - Perform an interview or use a questionnaire to capture additional subjective information. Prompt them to elaborate more if they aren't giving enough information.
    - Interesting. Can you explain your experience in more detail?
  - In the interview/questionnaire, ask a few questions to elicit opinions and attitudes but do NOT ask loaded questions that bias the participant
    - *WHAT NOT TO DO:*
      - I worked really hard on this. It's pretty awesome, right? Please explain.
  - Some example debriefing questions you might ask
    - **How would you rate the usability of Amazing? 1-10**
    - **How would you rate the design of Amazing? 1-10**
    - Was there anything that seemed unnecessarily difficult?
    - Did anything seem confusing?
    - Have you used other software like this?
    - If so, how would you compare this software with that other software?