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Test Script #1: Find Coupons

Introduction

Hello, my name is Cecelia, and I am going to be the one conducting this usability test.

For this testing session we are going to have a series of tasks asked of you and see how you complete those tasks.

But first to get to know you better, where are you from, what do you do for work, and have you ever online shopped before?

Task Description:

Thank you for your response, we are now going to begin the test.

Please think aloud when navigating the website, we will be testing. Hearing why you are clicking this button or what you expecting to happen when you click a certain button.

- I would now like you to open your computer that has google set up for you.
- Please navigate to the website www.kohls.com
- You have decided to go online shopping on the kohls website; however, you need to find a coupon to make your purchase total smaller, find a coupon on the kohls website.

Closing:

That is, it the task is finished! Thank you for your participation.

Before you go, I would like to ask you a few follow up questions.

- How was it navigating to the website www.kohls.com compared to navigating a website that you regularly frequent?
- On rate of one to seven how easy/difficult was it finding a coupon on the website.

That is all the question that I have, are there any question you have before we finish up?

Thank you for taking the time out of your day to preform this usability test, your results are greatly appreciated and very useful.

Have a good day!

Test Script #2: Find Fall Towels

Introduction

Hello, my name is Cecelia, and I am going to be the one conducting this usability test.

For this testing session we are going to have a series of tasks asked of you and see how you complete those tasks.

But first to get to know you better, where are you from, what do you do for work, and have you ever online shopped before?

Task Description:

Thank you for your response, we are now going to begin the test.

Please think aloud when navigating the website, we will be testing. Hearing why you are clicking this button or what you expecting to happen when you click a certain button.

- I would now like you to open your computer that has google set up for you.
- Please navigate to the website www.kohls.com
- You have decided to go online shopping on the kohls website to look for hand towels; navigate to where the hand towel section would be.
- Next, I would like you to adjust the filters to see results for fall.
- Finally choose a fall hand towel of your liking.

Closing:

That is, it the task is finished! Thank you for your participation.

Before you go, I would like to ask you a few follow up questions.

- What was your thought process of finding the hand towel section?
- How does your experience searching for fall hand towels on the Kohls website compare to website that you normally use?

That is all the question that I have, are there any question you have before we finish up?

Thank you for taking the time out of your day to perform this usability test, your results are greatly appreciated and very useful.

Have a good day!

Test Script #3: Find Sports Fan Clothing on Clearance

Introduction

Hello, my name is Cecelia, and I am going to be the one conducting this usability test.

For this testing session we are going to have a series of tasks asked of you and see how you complete those tasks.

But first to get to know you better, where are you from, what do you do for work, and have you ever online shopped before?

Task Description:

Thank you for your response, we are now going to begin the test.

Please think aloud when navigating the website, we will be testing. Hearing why you are clicking this button or what you expecting to happen when you click a certain button.

- I would now like you to open your computer that has google set up for you.
- Please navigate to the website www.kohls.com
- You have decided to online shop on the Kohls website, you are looking for a sports fan clothing that is on clearance.
- Find the clothing clearance section.
- I would like you to filter you only want to see clearance in the men's clothing.
- Now please add another filter for you to find sports fan.

Closing:

That is, it the task is finished! Thank you for your participation.

Before you go, I would like to ask you a few follow up questions.

- What was your thought process of finding the clearance section on the Kohls website?
- How does your experience searching for the clearance on the Kohls website compare to website that you normally use?
- From one to seven how easy/difficult was it to get to the sports fan section?
- What would make it even better experience?

That is all the question that I have, are there any question you have before we finish up?

Thank you for taking the time out of your day to perform this usability test, your results are greatly appreciated and very useful.

Have a good day!

Test Script #4: Find Sunglasses Under \$30

Introduction

Hello, my name is Cecelia, and I am going to be the one conducting this usability test.

For this testing session we are going to have a series of tasks asked of you and see how you complete those tasks.

But first to get to know you better, where are you from, what do you do for work, and have you ever online shopped before?

Task Description:

Thank you for your response, we are now going to begin the test.

Please think aloud when navigating the website, we will be testing. Hearing why you are clicking this button or what you expecting to happen when you click a certain button.

- I would now like you to open your computer that has google set up for you.
- Please navigate to the website www.kohls.com
- You have decided to online shop for sunglasses on the Kohls website that are under \$30. Please find the accessories section.
- Let's add a filter to it, you only want to see results for sunglasses.
- Finally, you only want to see sunglasses that are under \$30.

Closing:

That is, it the task is finished! Thank you for your participation.

Before you go, I would like to ask you a few follow up questions.

- What was your thought process of finding the accessories section on the Kohls website?
- How does your experience searching for the accessories on the Kohls website compared to website that you normally use?
- From one to seven how easy/difficult was it to get to the sunglasses section?
- What would make it even better experience?

That is all the question that I have, are there any question you have before we finish up?

Thank you for taking the time out of your day to perform this usability test, your results are greatly appreciated and very useful.

Have a good day!

Reflection:

1. What are your thoughts on usability testing?

I think usability testing can be very beneficial to a team project because you get honest reaction for the functionality of a prototype or finished product. It lets a team step back from being very close to a project that is very close and see problems that were unknown and place their own design changes behind the usability changes that need to be made.

2. How would you use usability testing in the future?

I would use usability testing in the future with front end project that I will work on that have user interaction. When I take web development in winter quarter of the next year I will be dealing with HTML and CSS while curating websites in my labs that have-to-have user functionality. In my final projects in that class, I will do a full usability test to see if my website has the means for a completely unbiased user to function it.

3. What have you learned about usability testing this week?

I have learned this week that usability testing is much more needed in computer science than I thought it would be. Curating a usability script that doesn't tell the user what to do was really difficult but necessary to see the full effectiveness and memorability of a product. I also learned that learnability is a major part of the usability for a user, I tend to forget that someone has to learn how to use my projects because I test them myself 24/7. Having a product that the user can learn in a short period of time shows that while the backend may be complicated, the front end has enough simplicity to have a random user known and learn how to use it.