Lauren Fiasconaro Photography Usability test script

> ❑ **Web browser should be open to Google or some other "neutral" page**

Hi, _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a Web site that we're working on so we can see whether it works as intended. The session should take about an hour.

You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people in my web design class.

❑ **Give them a recording permission form and a pen**

❑ **While they sign it, START the SCREEN RECORDER**

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

Do you have an interest in photography as an art?

Do you ever browse artist's personal web pages?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

❏   **Click on the bookmark for the site's Home page.**

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and

what it's for. Just look around and say what you're thinking.

You can scroll if you want to, but don't click on anything yet.

❑ **Allow this to continue for two (2) to three (3) minutes, at most.**

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

> ❑ **Read the first scenario out loud for the participant.**
>
> ❑ **Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.**
>
> ❑ **Repeat for each task or until time runs out. (Provide up to five (5) minutes for each scenario)**

Thank you, that was very helpful.

Do you have any questions for me, now that we're done?

> ❑ **Stop the screen recorder and save the file.**

Scenario List:

1. I command you to find out what University the artist attends.

2. I command you to find one of the artist's photographic galleries.

3. I command you to find the 10th picture in the Terra Mortalis gallery.

4. I command you to enlarge a photograph of your choosing.

5. I command you to call the artist.

6. I command you to return to the home page.

7. I command you to open the selection page for all the galleries.

8. I command you to return to the home page