

# Usability test script - Web sites

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## THE INSTRUCTIONS

- ☐ **Web browser should be open to Google or some other “neutral” page**

Hi, Thang and Dmitri. My name is Cuong Mai, 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.

The first thing I want to make clear right away is that we’re testing the mobile *site*, not you. 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.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

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.

You may have noticed the microphone. 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.

Also, there are a few people from the Web design team observing this session in another room. (They can't see us, just the screen.)

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 working on the project.

- ☐ **Give them a recording permission form and a pen**
- ☐ **While they sign it, START the SCREEN RECORDER**

Do you have any questions so far?

## THE QUESTIONS

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

First, what's your occupation? What do you do all day?

Thang- Hardwood floor business owner, fixing and replacing hardwood floor.

Dmitri-Administrative assistant, documents control.

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

Thang-15-25 hours

Dmitri-20-30 hours

What kinds of sites (work and personal) are you looking at when you browse the Web?

Thang-shopping site

Dmitri-News websites

Do you have any favorite Web sites?

Thang-Amazon, Costco, Home depot.

Dmitri-Yahoo and MSN

## THE HOME PAGE TOUR

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

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 do a little narrative.

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

Both Thang and Dmitri are using android mobile device to browse the webpage.

Thang-Amazon shopping site, the site has everything I needed especially items relating to housing and baby items and fast delivery.

Dmitri-Amazon shopping site, you can buy anything from anywhere.

## **THE TASKS**

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.

**Task 1- starting from the homepage and navigate to the item you buy often.**

**Thang-have no problem navigating to the baby foods section.**

**Dmitri-also no problem navigating to household items.**

**Task 2-starting from the homepage and navigate to an item you rarely buy.**

**Thang-no problem finding the men clothing section.**

**Dmitri-no problem navigating to the face mask item.**

## **PROBING**

Thanks, that was very helpful.

If you'll excuse me for a minute, I'm just going to see if the people on the team have any follow-up questions they'd like me to ask you.

#### **Four questions for the observers**

##### **Question 1-Is the site easy to use and navigate?**

**Thang-Yes, it is as easy as the apps itself, except have to sign in.**

**Dmitri-Yes**

##### **Question 2- Does the site give enough info of an item you are trying to buy?**

**Thang-Yes.**

**Dmitri-Yes and No, oversea item sometimes don't have enough info.**

##### **Question 3- What type of problems do you encounter using the site?**

**Thang- You have to input location on the site to check for availability, the mobile apps does not required this.**

**Dmitri- You have to check to see if the item is from Amazon if you want two days shipping.**

##### **Question 4- What type of improvements does the site need?**

**Thang- Give free membership and faster delivery, less than two hours.**

**Dmitri- Remove oversea seller because they take too long to deliver the item.**

## **WRAPPING UP**

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

**Thang-no questions.**

**Dmitri-no questions.**