

Introduction:

Keep browser window open to google.com or neutral site.

Hello, _____. My name is _____, and I'm going to walk you through this session. First of all, I want to thank you for volunteering your time to help us. What we will be doing today is asking you to try a website that we are investigating, in order to see if the website performs properly. It should only take about 10 minutes.

Now, I want to make it clear that we are testing the website, not you. There are no mistakes that you can make and you cannot do anything wrong here. We are interested in your honest opinions and thoughts about the website.

As you use the site, I'm going to ask you to think out loud. Let me know what you're thinking, what you're looking at, and what you're trying to do. Don't be afraid of hurting our feelings, we want to hear everything.

If you allow us, we will record your voice and screen actions so we can further review the session. Other than the sound of your voice, you will be kept anonymous and the recordings will only be used for development of this website. If you wish, please fill out the permission form for us recording you.

Continue if they sign the permission form.

Enable the screen & audio recorder.

Do you have any questions so far?

If you're ready, I'd like to ask you a few questions before we look at the site.

Questions:

What is your college major? And minor (if you have one)?

How much time do you spend using the internet on your computer each day? What do you typically do during that time?

Do you own a smartphone? How much time do you spend on the internet on your phone?

Are there any specific websites that you visit frequently?

Walkthrough:

Navigate to home page

First, I want to look at this page and tell me what you think. Let me know what you think you can do here, what sticks out at you, and who the website belongs too. Speak anything that comes to mind, and feel free to scroll around the page, but for now don't click anything.

Allow 2-4 minutes of this.

Perfect. Now, I have a list of specific tasks that I can read off to you as we go along. I'm also giving you a printed copy.

Don't forget to vocalize your thoughts as we go along - the more you tell us the more we can learn from your experience.

Tasks:

- Find the name of the company, and tell me what they do.
- Find the address and directions to the store.
- Find phone number
- Is the store open on Sunday at midnight?
- How much does it cost to get two Hot Dogs with chili, and a Brockman's beer?
- When can you get half off wings?
- If you are dissatisfied with your experience, how can you submit a complaint?
- Who owns the pub?

Allow the volunteer to complete each task, intervening only if the volunteer becomes frustrated.
Now that we're finished, I have a few questions I would like to ask about your experience.

- Is the purpose of the website clear?
- Who do you think the intended audience is?
- Could you find what you were looking for?
- Was it easy to get to the home page from the page you started on?
- Was it easy to tell what section of the site you were in?
- Was there something missing you were expecting to see?
- How intuitive and helpful is the navigation system?
- How did you find the layout of the site?
- Was anything too well hidden?
- Easy to read (both font style and size)?

Are sections of the website difficult or confusing to navigate?

Thank you for your time, you have been very helpful. Do you have any lingering questions?