

THE INSTRUCTIONS¹

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 I asked you here, but let me go over it again briefly. I'm asking people to try using a Web site for my User Science Journal so I can see whether it works as intended. The session should take about a half hour.

The first thing I want to make clear right away is that I'm testing the *site*, not you. You can't do anything wrong here.

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. Also please describe to me the buttons and links you are clicking. This will be a big help.

Please don't worry that you're going to hurt my feelings. I'm looking for ways to improve the site for a course assignment, so I need to hear your honest reactions.

¹ This test script is adapted from Steve Krug's usability test script:
<http://www.sensible.com/downloads-rsme.html>

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I'm 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.

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?

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?

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

Do you have any favorite Web sites?

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.

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 written copy.

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

www.zeekspizza.com

Task 1: Find out when the Zeeks Pizza nearest you is open today.

Task 2: Determine if Zeeks Pizza will deliver pizza to your home.

Task 3: Prepare an online order of a complete meal for your household.