



USER EXPERIENCE DISCUSSION GUIDE

19.04.2018

Adedotun Asunmo
University of Greenwich



Overview & Goals

We are looking to provide greater insight into a website's user interaction. The results gained from this guide can be used to improve the overall usability by changing or removing obstacles

1. The user will be informed of the purpose of the study and asked to sign a consent form.
2. Inform the user that all data will be protected under the Data Protection Act.

Milestones

I. Welcome

Introduce yourself and make user feel comfortable and reaffirm reasons for being there. Cover a few house rules on the session, set-up and any other important relevancies. Webpage can be left open on a neutral page to avoid distraction.

II. Warm up Questions

Find out a bit about the user, occupation, hobbies just to get a better background of who they are and this also puts the user at social ease.

III. Five Task Scenarios

Provide the participant with 5 scenarios to go through on the website as this will give a good comparison to anticipated reactions to improve usability.

IV. Closing Interview

Opportunity for feedback and General discussion from the user.



Welcome

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 Website 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 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.

Do you have any questions before we begin?

[Wait for the participant's reply]

Give them a recording permission form and a pen.

While they sign it, start the screen recorder.




Warm up Questions

Before we have a look at the site, I'd like to ask you a few questions:

1. What is your occupation?
2. Can you tell me what your typical day is like
3. What do you do in your free time? Any hobbies?
4. How many hours do you spend online every day?
5. How often do you buy things online?
6. What are your favourite (shopping) websites?

Thank you. We're done with this first introduction.

Shall we start have a look to the website?



Click on the bookmark for the homepage for booking.
com

• Ask the participant about his/her impressions of the page

- Allow them to this for a maximum of four minutes

Today we are going to take a look at booking.com. Have you ever seen this website?

I'm going to ask you to look at this page and tell me what you think you can do. Just look around and do a little narrative.

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

1. What are your first impressions about the site?
2. What catches your eye?
3. What you think the site is about?
4. What could you do on this site?

[Allow participant to continue for a couple of minutes]

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 the search function. 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.

• Hand the participant the first scenario, and read it aloud.

• Allow the user to proceed until you don't feel like it's producing any value or the user becomes very Frustrated.



Five Task Scenarios

First Scenario:

Summer is fast approaching and you want to purchase something for your holiday, and you're looking for something quite specific in a size 6 hopefully in red. However; you are on a budget and can't spend more than \$20. See if you can locate something suitable.

Second Scenario:

You thought it would be a good idea to purchase some gift items as well such as a headphone during your travels, see if you can locate this item without using the search facility.

Third Scenario:

Before purchasing these items you realise you need to consider when you will get them as your holiday is in 2 weeks time. Where can you find the relevant information you need?

Fourth Scenario:

A friend of yours is having a birthday as well and you considered getting a present for them and you would like it packaged and presentable, try to see if this service is probable.

Fifth Scenario:

After selecting the 2 items you want, try to save them as a favourite and then, see if you can retrieve them from where they have been stored ? Also proceed to purchase them and see if you can find out if they could be delivered by the next day as you would like to get them and get it over and done with.



Closing Interview

- Inform the participant that the interview is almost over
- Ask the participant for feedback

Thanks, that was very helpful. Before we end the interview, I still have a couple of questions for you.

1. What were some of your likes and dislikes about navigating the website?

Did you find it easy to quickly reach the page you were looking for? Was there anything that was missing from the website in your opinion?

2. If you were able to change anything about the website, what would it be?

3. Any other remarks regarding today's session?

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

- Give them their incentive, or remind them it will be sent to them
- Stop the screen recorder and save
- Thank them and escort them out



References

<https://www.youtube.com/watch?v=QckIzHC99Xc> - usability testing with paper prototype

- <https://www.youtube.com/watch?v=9wQkLthhHKA> - usability testing with paper prototype

- <https://www.sensible.com/downloads/test-script.pdf> - Steve Krug test script.

- <https://www.nngroup.com/articles/task-scenarios-usability-testing/>

- <https://userbrain.net/blog/write-better-tasks-to-improve-usability-testing>

- <http://www.portigal.com/seventeen-types-of-interviewing-questions/>