# Just the Facts Usability Test Script

**Objectives**

The following Usability Test scripts will test the usability of 3 primary user flows:

1. Initial signup process
2. Subscribing to a Fact
3. Setting a target

Secondary objectives will be to gauge general usability, test UI conventions, and reveal any "gottchas."  While testing, be sure to get a feel for the following:

* Does the user clearly delimit analysis of data vs modification of data?

Much of the wording from the following comes from one of my favorite Usability Books: [Don't Make Me Think](http://www.amazon.com/Dont-Make-Me-Think-Usability/dp/0321344758)  by Stephen Krug.  I generally go off the cuff when conducting my own usability tests, but my approach has been heavily influenced by Krug's process and I recommend that any testers familiarize themselves with this script before conducting any testing.

**Candidate Pre-Qualifications**

All user testing candidates must have the following experience/qualifications:

* Must be computer literate
* Must be employed in technology, preferably in the Internet space
* Must be a regular user of Twitter
* Must be a regular user of Google Analytics
* Must have Google Chrome browser installed on machine

Preferred Qualifications:

* QA engineer/director
* Senior level manager

**Introduction**

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

You probably already know, but let me explain why we've asked you to come here today: We're testing a web site that we're working on to see what it's like for actual people to use it.

I want to make it clear right away 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.

We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. We want to improve it, so we need to know honestly what you think.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us.

If you can, try to remember to tell me what you expect should happen before you click on anything.  This will help you to think out loud and it will help me to understand where we can make improvements.

If you have questions, just ask. 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, but I will try to answer any questions you still have when we're done.

We have a lot to do, and I'm going to try to keep us moving, but we'll try to make sure that it's fun, too.

**[if recording the session]**

You may have noticed the camera. With your permission, we're going to videotape the computer screen and what you have to say. The video will be used only to help us figure out how to improve the site, and it won't be seen by anyone except the people working on the project. It also helps me, because I don't have to take as many notes.

**[If questing an NDA]**

If you would, I'm going to ask you to sign something for us. It simply says that we have your permission to tape you, but that it will only be seen by the people working on the project. It also says that you won't talk to anybody about what we're showing you today, since it hasn't been made public yet.

Do you have any questions before we begin?

**Background Information Questions**

Before we look at the site, I'd like to ask you just a few quick questions. First, what's your occupation?

Good. Now, roughly how many hours a week would you say you spend using the Internet, including email?

How do you spend that time? In a typical day, for instance, tell me what you do, at work and at home.

Do you have any favorite Web sites?

Now, finally, which Internet-based "Dashboard" applications have you used (e.g., Google Analytics, SalesForce)? Which of these dashboard products do you use most frequently?

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

**Just the Facts Site Observations/Impressions**

**Objectives:**

* Determine what, if anything, should be changed about the JTF landing pages and experience.  How can we better target the user's specific needs.

**Script:**

[Ask the user to launch their preferred browser (Chrome or otherwise) and visit <http://www.just-facts.co/>]

First, I'm just going to ask you to look at this page and tell me what you think it is, what strikes you about it, and what you think you would click on first.

For now, don't actually click on anything, just tell me what you would click on.

And again, as much as possible, it will help us if you can try to think out loud so we know what you're thinking about.

Can you tell me what you think this site does?

Do you think that what this site is offering could be helpful to you personally?  If so, why?  If not, why not?

[From this point it's up to you. Ask them to consider the elements of the site and ask for their verbal feedback every step of the way.]

**Initial Signup Process**

**Objectives:**

* Can the user successfully signup?

**Script:**

Now imagine you've decided you would like to use this service.  How would you go about subscribing?

[User completes registration form at <http://www.just-facts.co/#tabs-getstarted>]

[User receives an email with an activation link.  Ask user to click link.  User is presented with a new, empty dashboard.

Tell me your observations about this page.  What do you think your next steps should be?

[User should find link to install the Chrome plug-in.  User switches to Chrome if necessary, installs plug-in, waits for plug-in to go through history.]

Tell me what your thought about that process.  Any questions or concerns?  Without clicking anything, tell me what you think your next steps would be?

**Subscribing to Facts**

**Objectives:**

* Can the user successfully install the plug-in and subscribe to facts?

**Script:**

[Note: If the user is not a Chrome user, Twitter will not show in their history.]

Now imagine that you'd like to subscribe to a Twitter fact.

[The Twitter page comes up and the fields are highlighted.]

Please tell me what you think is happening here.

[We want the user to select a field which will submit the form.  The new fact should then be shown on their dashboard.]

Please tell me what you think is happening here.

You've now successfully subscribed to a Twitter fact using the Chrome plug-in.  How easy/difficult was that process?  Do you think you could do it again?  Let's now try subscribing to your Google Analytics "Bounce Rate."  How do you think you'd go about doing that?

[If the user attempts to subscribe to Google Analytics via history and does so successfully, congratulate them, note any issues along the way, and then encourage them to do it by accessing Google Analytics site directly: "Do you think there might be other ways to subscribe to a fact?"  You want to encourage them to subscribe by starting from Google Analytics.]

[If the user does not have their own Google Analytics dashboard and/or doesn't feel comfortable subscribing with their own account, the following can be used instead:

     username: [prose@justfacts-beta.com](http://prose@justfacts-beta.com/jftester1)

     password: [j](http://prose@justfacts-beta.com/jftester1)ftester1

]

[Observe and note any issue with the user logging into their Google Analytics account, finding bounce rate, and subscribing to it]

Great job!  Now let's return to the Just the Facts dashboard and tell me what differences you see there.

**Setting Targets**

**Objectives:**

* Can the user successfully update a Fact to set a target?

**Script:**

Please describe to me what information you're seeing in the different Facts appearing in your dashboard.  Can you identify all of the different elements appearing in the Fact and briefly describe their function?

If you wanted to see more information about your Fact, do you think you could do so?

If you wanted to modify your Fact, how do you think you would go about doing so?

What do you think is happening with this [traffic light indicator] element?  How do you think this relates, if at all, to the "Target" value?  Regarding your Google Analytics Bounce Rate Fact, how do you think this particular feature might be used or might be helpful?

Assuming tracking your bounce rate is important to you, can you show me how would you might go about setting your Fact target so that it warns you when your bounce rate is too high?

[Goal is to have the user set Bounce Rate to be red if it goes above X%]

Would you find this feature helpful?

**Summary**

**Objectives:**

* Probe for any additional high level thoughts, impressions, likes, dislikes, or suggestions for product improvement.

**Script:**

After completing all of these tasks, do you have any additional thoughts you'd like to share?

On a scale of 1-10 how useful do you think this product would be for you personally?  What changes would you suggest we make so that you would find this product even more useful?

Can you think of any specific person or type of person for whom a product like this would be very helpful?

Now that we have finished the usability testing, I can answer any remaining questions you have.

Thank you again for taking the time to look at this product with me.  Watching you use this product and hearing your thoughts has been extremely helpful to us.