# User Test – Written Instructions & Questions

## User Tasks

Review the main page

## How will participants share their feedback

* Think aloud
* post-test interviews

Data to be collected:

* How did people engage with the site?
* Did they find the home page easy and intuitive to navigate?
* How long did each activity take?

# Written Instructions

Pre interview set-up:

On your home computer I will bring up the mock-up site on your chosen browser.

I will ask you to:

* Navigate around the FlipTab main page
* Take your own tour around the site

Activities will be timed.

During the test I will ask you to think aloud.

After the test I will ask you questions about the site. The questions are below.

# Interview Questions

1. How do you access online news today?
2. What do you like most about online news services currently available?
3. What changes would most improve accessing news online?
4. How likely would you use a personalized news service?
5. If our new personalized news service were available today, how likely would you be to use it instead of competing services currently available from other sources?
6. If you are not likely to use a personalized news service, why not?
7. What would make you more likely to use a personalized new service?
8. How important is personally preferred news content when accessing news online?
9. What would make you more likely to use a personalized news service?
10. If our news service were available today, how likely would you be to recommend it to others?