

Thank you very much for coming in today. My name is [insert moderator's name] and I am a student in the IMS 415 UX Research class. We are working on redesigning the Josephinum Academy website.

During the test today, I will show you the website and ask for your feedback. Please be as honest as you can with your responses. I'll guide you through today's session, and interview you about your reactions to the website.

Keep in mind, we are not evaluating you in any way, we are only interested in your evaluation of the website.

Process Overview for Participant

Here's how the session will work: I will begin by asking you questions about your first impression of the website. I will then give you a series of tasks to complete. As you work through the tasks, the eye-tracking software will measure your movements. We will then discuss it afterward.

As you move through this website, we'd like you to act as you typically would when you surf the Web. Do you have any questions before we begin?

First Impressions

We'd like you to take a look at the Josephinum home page. [Give them 10 seconds.]

Please give me your initial impressions about the home page.

Keep in mind, you will change perspectives - from parent to student depending on the task

1. Your daughter got a bad grade on a test and you want to contact the teacher and ask them about the test. Where do you go to find the teacher's contact information?
2. You would like to save your work on this application to your account.
3. You're a Josephinum parent looking for opportunities to volunteer as a tutor but you're not sure if your schedule allows, find more details about tutoring.
4. You would like to make a donation of \$2,500.
5. You are interested in joining the junior board, which is a collective group of adult members, but you don't know how much of a commitment is required. Where would you go to find this information?
6. You would like to give stock to Josephinum Academy and you are wondering who to contact.

7. Your daughter is interested in playing a sport at Josephinum, and you would like to find some information about Athletics.
8. You have never heard of Josephinum, but a friend recommended it to you, you would like to learn more about their values and what they offer.
9. You would like to volunteer, so you need to know If there are any upcoming fundraising events for Josephinum.
10. You would like to see what information is needed in the “Parent/Guardian 1” section of the application.
11. Your daughter is very social and would like to know how she can be involved and meet new friends, you suggest for her to look at the clubs and activities that Josephinum offers.
12. You are interested in going to Josephinum and you would like to take the entrance exam.

Are there any final thoughts you’d like to give before we conclude the session?