Session Script:
Usability Testing web site

Preparing for the sessions

To get ready for the sessions, I will

- Distribute copies of the session script, participant characteristics, and session schedule to web site team

- Rehearse with the team and adjust the script

- Set up bookmarks and links for participants to use

Before each session

- Make sure the browser is set up properly

- Gather forms for the participant

- Set up the starting point

After each session

- Close browser sessions

- Clear the history and cache in the browser

- Note particular issues and surprises

- Debrief with observers

Session introduction

"Thank you for agreeing to take part in our research study. My name is Dana, and this is Russell. May I have your signed consent form, please? Thanks. [*If they haven't brought a signed one with them, give it to them now and have them review and sign.*]

"During the rest of the session, I'll be working from a script to ensure that my instructions to everyone who participates in the study are the same.

"I'm here to learn about how voters use a new web site.

"During the session, I will ask you to use the web site to do a variety of things and will observe you while you do them. As you do these things, please try to do whatever you would normally do.

"Please try to think out loud while you're working. Just tell me whatever is going through your mind. Please know that we're not testing you, and there is no such thing as a wrong answer. Your doing this helps us understand what works or doesn't work about the site.

"By the way, I'm an independent researcher who had nothing to do with the design of the site you're about to try out. So please be honest in your feedback – I need to know exactly what you think, not what you think I want to hear.

"The whole session will take about 20 minutes.

"Do you have any questions before we begin? *[Answer any questions.]*"

Task Matrix

Great. Let's get started.

For the session today, I'd like you to imagine that there's an election coming up in 2 or 3 weeks.

- *<any materials>*
- *<printed scenarios>*

Check to see whether you're registered and where, change the address on a registration

Time: 5 min   Start at: http://website.com/

Now you're wondering whether you're actually registered to vote. Have you ever wondered about this? Using the web site, find out whether your registration is current. How do you get started?

Where are you registered? How do you know?

Please tell me what you see.

Issues to Explore	Success Criteria
How easily does the voter know where the information is on the page?	· They have logged in and can see that they are in the system. They read the information back to the moderator.
___ No problem	
___ Wrong turns, but completed without assistance - how many?	
___ Needed prompting	· They read and understand the instruction.
___ Needed specific instructions	· They fill in the fields completely and correctly, the first time. They review the changes and understand the purpose of the review page. They have no questions about address changes. They submit the change and say they have seen the final confirmation of the change. They have no questions about what happens next.
Where was the voter stuck or confused?	
What surprised the voter? Was it good or bad?	
___ No surprises	
___ Surprised by:	
____ good?	
____ bad?	
How well did the voter understand the information they got from the system?	
___ No problem	
___ Had questions; what?	
___ Needed help	
___ Needed to be told specifically the meaning of the information they got	

Close the session

Time: 5 min

Having used the site now…

How would you expect to be able to get to this site? From where?	
How would you describe what the site covers?	
What would you call the site?	
There's another election in November. How likely is it that you'll come back to the site before the next election? For what?	

I have one more thing for you to do. [*Hand the participant the closing questionnaire.*] Please read each statement aloud and then circle the choice that most closely matches your answer and tell me what it is.

Closing questions

Please rate these statements from 1, strongly disagree to 5, strongly agree by circling your choice.

1. I thought the information I got from this web site was useful.

| Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |

Why or why not?

2. I can do everything I would expect to be able to do on a web site for voters.

| Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |

What is missing from the site?

3. Overall, the site was easy to use.

| Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |

Why or why not?

Data measures

Quantitative data

Number of tasks completed correctly with and without prompts or assistance
Number and type of prompts given
Number of tasks completed incorrectly
Count of visits to the top navigation, home page, or site map

Qualitative data

"Think aloud" verbal protocol
Quotable quotes: (For example)
    "I loved it---when can I get one?"
    "You guys have done it again---you're **still** not listening to customers"
    "Wow, I'm very, very impressed"
    "Can I please leave now---I'm going to go call the Secretary of State to complain about this being a waste of money"

Preference measures

Ratings and rationale concerning:
    Usefulness of the web site
    Appropriateness of site's functions to voter's tasks
    Ease of use overall

Informed Consent

The *<institution>* is conducting research to evaluate the usability of the web site for voters. We will use the results of these sessions to help improve the usability of web site.

If you agree to participate, you will be asked to use the web site in the presence of a researcher and share your thoughts and insights as you use it.

In this short session, you will

- Do X
- Be interviewed by the moderator about using the web site
- Complete a brief questionnaire and interview about your overall experience.

Your participation will take approximately 20 minutes and you will receive $10 compensation for your time and participation. There is no risk to you if you participate in this study. We will use the information that you provide, along with information from other people, to improve the design of the web site.

Any information you share will be kept confidential; your name will not be associated with the data we collect from your session. Your privacy will be protected to the maximum extent allowable by law.

Your participation is completely voluntary. You may choose not to participate at all, may refuse to participate in certain procedures or answer certain questions, or may discontinue your participation at any time without penalty. Your decision to participate will not affect your relationship with any local, state, or Federal organizations, or the person who identified you as a potential participant. Agreeing to participate and signing this form does not waive any of your legal rights.

If you have any questions about this study, please contact: <name> in the <institution> by phone: <phone> or email: <email>.

If you voluntarily agree to participate in this research, and have had all your questions answered, please sign below.

_____   _____

Participant's Signature   Date