

Test Script for Etsy Usability Test.

The Instructions

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

(Explain the test and how I am testing the site, and that it's okay to make mistakes)

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.

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.

🔊 Start screen recorder

Do you have any questions so far?

THE QUESTIONS

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?

Roughly how many hours a week altogether—just a rough estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

What kinds of sites (work and personal) are you looking at when you browse the Web?

Do you have any favorite Web sites?

THE HOME PAGE TOUR

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

🔊 Click on the bookmark for the site's Home page.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

☑ Allow this to continue for three or four minutes, at most.

THE TASKS

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 Search. 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.

☑ Repeat for each task or until time runs out.

1. You're on a tight budget and you need at least 10 face masks of any type.
2. You are looking for your supplies for back to school/work, and you want the highest rated option.
3. You are looking for a birthday present for a friend who likes gardening.

WRAPPING UP

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

☑ Stop the screen recorder and save the file.

☑ Thank them and escort them out.