**Example Usability Script**

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Module 3 Lecture 6 Usability Testing

**Preamble points**

- Who am I

- Set expectations: time, payment, tasks

- Talk aloud, so if quiet I'll prompt you to let me know what you're thinking

- Explain any recordings

- Won't hurt my feelings if problems

- Not you, it's the interface

- You'll help me by pointing out anything that is confusing.

Note that the above needs to be fully written out for your assignment 3 protocol.

[Questionnaire if applicable.]

**Background Interview**

Do you ever check out the news? How?

**Usability Tasks**

(Usability protocols don't always include hypotheses. I include them here for learning purposes.)

1.

Hypothesis: Unique value prop of videos and originals will be visible and valued.

Task: Explore app, get first impression.

Prompt: "Check this out like you would a new app and let me know what you're thinking as you do it."

2.

Hypothesis: User may miss the swipe option to go between tabs.

Task: Explore different kinds of news.

Prompt [if user doesn't naturalistically explore]: "Let's say you were curious about the different kinds of news?"

3.

Hypothesis: Once in an article, the 'x' disappears and users have to scroll to bring it back. The user might miss how to do this and close the app instead.

Task: Get user into an article, have them reach the end, pause for a second, and then ask them to close the article.

Prompt: "Go ahead and check out this article" [Wait until 'x' disappears.] "Let's say you were done with article and wanted to get out. How would you do that?"

4.

Hypothesis: Sign in and Search disappear above the fold after viewing content. User may not be able to find it.

Task: Locate search above the fold.

Prompt: "Let's say your friend tells you they read an article on how Game of Thrones was scheduled after Star Wars. Can you find it using this app?

5.

Hypothesis: User will not see value of signing in.

Task: Prompt user to comment on sign in. What changes do they expect?

Prompt: "Hey did you notice the little icon in the top right? What do you think of it?"

after user clearly understands that it's a sign in.

"What would change if you were signed in?"