THE INSTRUCTIONS

> ❑ **Web browser should be open to Google or some other "neutral" page**

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

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why I asked you here, but let me go over it again briefly. I'm asking people to try using a Web site that I'm studying so I can see whether it works as intended. The session should take about an fifteen minutes.

The first thing I want to make clear right away is that I'm testing the *site*, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, 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 me.

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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.

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?

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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.

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.

TASK: Review the Board Game List

One feature of this website that is regularly referenced are its rankings of board games. On this site is a list of the top ranked games. Please find that list now.

Take a moment to look at the contents of this page. What are your thoughts about this page?

By what parameter do you believe that this list is ranked? Are there other parameters you could sort the list by?

Can you determine what the difference is between these parameters?

TASK: Look at a Game Page

From the list of games, select the second game on the list, Pandemic Legacy: Season 1. Take a moment to look at the contents of this page. What are your thoughts about this page?

What is the complexity of the game? What does that number mean?

Based on the information on this page, in which year was this game first published? Who is the designer of the game?

Click on the designer Matt Leacock. Take a moment to look at the contents of this page.

Based on the information on this page, what are some of the other games that Matt Leacock has designed?

TASK: The GeekStore

I want you to find the Board Game Geek store. Click on the link to proceed to the store. Take a moment to look at the contents of this page. What are your thoughts about this page?

Based on your initial observation, what kind of products are sold in this store?

WRAPPING UP

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