## **Intro:**

Hi, my name is <Researcher’s Name>. Thank you for participating in this research study! Today I will be asking you to perform a few different tasks on a website called activategood.org. As you perform the tasks, I will be recording the laptop screen as well as audio. I’ll ask you to think aloud as you work through these tasks. Basically, that means say any thought that comes to mind, regardless of whether you think it’s relevant.

The information you provide will be used to improve activategood.org for future users. Your participation is voluntary and your data will be anonymized. If you wish to stop this session at any point that’s ok. Just let me know. Does that sound good?

\*Get verbal consent from the participant\*

Great! As I mentioned, we will be interacting with activategood.org. This is a website that matches volunteers with volunteer opportunities. Since we will be using the live version of the site, I won’t ask you to create an account or sign up for any live events. Do you have any questions before we get started?

\*Start the activepresenter screen recording\*

\*Navigate to activategood.org\*

## **Net Promoter Measurement 1:**

Based on your first impressions of the site...

“On a scale from 0 - 10, how likely is it that you would recommend activate good to a friend or colleague?”

## **Opportunity Search Task:**

\*If they absolutely can’t decide on an opportunity to volunteer for, direct them to search for

[Mud Run Volunteers](http://www.activategood.org/opportunity/1847) with [Shepherd Youth Ranch](http://www.activategood.org/nonprofit/147)\*

**Consider the following scenario:**

You recently decided that you want to volunteer in the near future. You navigate to activategood.org, a website that promises to connect you with nonprofits and volunteer opportunities. On the screen now you see activategood’s home page. Using the site, go ahead and find an opportunity that fits with your schedule and that you would like to volunteer for.

Remember to think aloud as you proceed. Let me know once you’ve found a suitable opportunity.

**Follow-up questions:**

* *Why did you select this opportunity?*
  + *What made you select this opportunity over others?*
* *Does this page have all the information you would expect to see?*
* *Did you encounter any challenges while searching for this opportunity? Tell me about them, please.*
* *I noticed you did (some interesting thing), could you explain your thought process behind that.*

## **Opportunity Sharing Task:**

\*Basically just ask participants if they would share this opportunity with someone and if so, describe how they would do so.

**Questions:**

* *Now that you’ve found this opportunity, do you think you would share this opportunity with anyone?*
* *If so, describe to me how you would share the opportunity?*
* *Is there anything the site could do that would encourage you to share this opportunity?*

## **Net Promoter Measurement 1:**

Now I’ll ask you again,

“On a scale from 0 - 10, how likely is it that you would recommend activate good to a friend or colleague?”

## **Demographics:**

\*Give participant demographic form\*

## **Conclusion:**

\*Collect demographic survey\*

That concludes all of the questions I have scripted for you today. Do you have any comments you would like to add about activate good….? Thank you so much for taking the time to participate today!