

Test Script

Introduction:

Thank you very much for volunteering your time today. My name is Osnat and I am working on the design of a new website. We are currently in the initial stages of the design and as part of the design process I am interviewing people to get some input. I will ask you to perform various tasks on a paper prototype to get your reactions.

Keep in mind that we are not evaluating you in any way. We are testing the website and not your abilities and are only interested in your evaluation of the website. If you find any part of the prototype difficult to understand or use, please let me know since other people might feel the same as you. I also want to stress that at this point I didn't design anything yet, so you can't hurt my feelings in any way by telling me honestly what you think, even if it is unpleasant.

The session will last approximately one hour and we have approximately 10 tasks, and I'll give them to you one at a time. Throughout the session, I will be asking you to "think aloud" as you work. Please express your opinions freely and comment on what is clear and what is unclear to you, and in particular, what you find confusing or difficult to understand.

I will write down some notes to collect the information. These notes will not be used for any other purposes.

If is all sound OK, please fill out and sign the following consent form.

Since the information that you are about to see here is confidential, you will also need to sign a confidentiality form.

Here's how the session will work: I will give you several tasks and I need you to think out loud as you do the tasks so that I can understand and follow what you are doing.

Do you have any questions before we begin?

Tasks:

Task 1: Card sorting:

For the first task, I am going to ask you to perform a simple exercise that will give us some great insight into how our web site users would name the categories of information on our site.

Here's how it works. In front of you is a stack of cards. Those cards represent the content and functionality for this website. You should try and sort the cards into groups that make sense to you.

Don't be concerned with trying to organize the information as it is currently organized on our homepage paper. We're more interested in seeing how you would organize it into groups you would expect to find things in. You can make as many or as few categories as you like.

Once your groups are established, put a blank card on top of each pile and write a name that makes sense to you for that category. You can also use one of the cards that you already have as the name of the category. The name can be as long and descriptive as you like, we just want to get a sense of why you consider those links to be a group – the name doesn't have to be perfect.

You are allowed to make sub-groups if you feel that's appropriate. If you feel something is missing, you can use a blank index card to add it. Also, if a label is unclear, feel free to write a better label on the card. Finally, if you think something doesn't belong, you can make an "outside" pile.

This task should take about 20 minutes. I have some other work I can do while you're sorting, so I won't be looking over your shoulder, but feel free to ask me questions at any time during the exercise. I can't guarantee that I can answer them during the exercise, but I'll do my best to answer them when you're finished.

Task 2: First Impressions

Here is a paper prototype of the homepage for a new website. Please take a look and tell me if you understand what the site is about.

Who do you think the site is for? Who will use the site?

What activities do you think you will be able to do in this site?

What kind of information would you expect to find in this site?

Are there any items that are unclear to you? [I may point to ignored sections and ask “Did you notice...?”].

If you were exploring, what would you click on first? What do you think it will do or go to? Where else do you think you will be able to click and what do you think it will do or go to?

[At this point I will ask about each navigation button title]: What do you think this does?

What do you think about the language and word-choices? Is there anything you would change? If so, what would you change it to?

Tasks 3 – 7: Find Content

[For this and all the following tasks I will use the homepage again and the navigation architecture that the users came up with].

You are interested in _____. Does this website contain relevant information? If so, please show me where you would go to locate it.

1. Clothing items that are a taboo in China but a must in France.
2. Gift ideas for a specific friend of yours that is also using this website.
3. Getting help from an expert in picking the right outfit for a wedding that you are attending next week.
4. Reading other people’s reviews about a Diesel jeans that you are thinking of buying.
5. Seeing what your friends are wearing to a party that you all plan to attend on Friday.

[I ask the following after each content task is done]:

How easy or difficult was it for you to accomplish this task?

What barriers or help did you encounter?

Is this information displayed in an appropriate manner?

Tasks 8 – 10: Completing tasks:

You are interested in _____. Where do you think you will go to start that task? What will you expect to find there? Can you walk me through the process or steps that you will take in order to complete this task?

1. Uploading photos to your virtual closet.
2. Noting that you didn’t like the MAC lipstick Glam V that you recently purchased.

3. Putting this really expensive gorgeous dress that you recently saw, on your Wish list.

How easy or difficult was it for you to accomplish this task?

What barriers or help did you encounter?

Is this information displayed in an appropriate manner?

Post-Test:

Interview:

I would like now to ask you a few questions that I would like you to answer:

1. What is your impression of this site overall? Please give it a grade from A to F. Why?
2. Name three words or characteristics that describe this website.
3. What were the 3 things you liked best about this website?
4. What were the 3 things you liked least about this website?
5. Would you return to this website on our own in the future?
6. What would entice you to return?
7. Would you recommend this site to others?
8. Are the materials on the website seem relevant to you? How might they be more relevant?
9. Are there any materials you would like added to the website? What are they?

Questionnaire:

Before we finish, I am going to give you a short questionnaire that I would like you to fill out. It has a series of statements about the website and I would like you to rate your agreement with each statement. Please take your time and let me know if you have any questions.

Thank you for your time! Your feedback will really help us to make sure the website is as user friendly and functional as possible.

