

# Usability test:

## Overview:

### Note:

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

### THANK YOU

Hi \_\_\_\_\_. My name is Anita, and I'm going to be walking you through this session today. Thanks for doing this today, it's a huge help with the research phase of this project.

### JUST TO TELL YOU A LITTLE MORE ABOUT THE PROJECT

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 we asked you here, but let me go over it again briefly. We're asking people to try using a Web site that we're working on so we can see whether it works as intended. The session should take about an hour.

### TESTING OUR WORK AND NOT TESTING YOU!

The first thing I want to make clear right away is that we're 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 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 might 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.

### CONFIDENTIAL

Just so you know everything we talk about is confidential and only used as part of the user research phase of the project. It just to get a better understanding of the target audience.

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.

### Note:

Give them a recording permission form and a pen. While they sign it, START the SCREEN RECORDER e open to Google or some other "neutral" page

## About you

Do you have any questions so far?

### GENERAL INFO ABOUT YOU...

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? Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home? And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?  
Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things., age, profession, where do you live ? Are you over the age of 18? Do you live in an urban environment? Do you have a smart-phone? Do you have access to the Internet at home?

## Usability test

### Note:

The Click on the bookmark for the site's Homepage

### FIRST...

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 ?

Who is this site aimed at?

What can you do here?

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.

### Note:

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

### NEXT...

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.

### Note:

- 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.

### SCENARIO 01

Can you sign up for a free account

- Observe, take notes

### SCENARIO 02

Can you now add a picture to you box account

- Observe, take notes

### SCENARIO 03

Can you now log out of your Box account

- Observe, take notes

### SCENARIO 04

Back at the index page, can you sign in again but this time as a returning user

- Observe, take notes

### SCENARIO 05

Now add a link either an image, link or file to you box account

- Observe, take notes

Thanks, that was great, very helpful. If you'll excuse me for a minute, I'm just going to read over my notes and see if I have any follow-up questions that might be helpful.

#### **Note:**

- Read over your notes, then probe anything you want to follow up on.

Anything else you would like to tell me about your experience that you didn't get a chance to talk about? Any issues we didn't touched open and you would like to add?

## Thank you:

Thank you so much for your time...

Give them their incentive, or remind them it will be sent to them.

#### **Note:**

Stop the screen recorder and save the file.

**Thank them and escort them out.**