**Reminders before testing:**

#1 No leading. No using words like “home page” or “gallery”. No “click on this link”. No “scroll through the page”. If they’re confused, we work on our design.

#2 Give them only 5 seconds to complete each task

#3 As you’re putting them at ease, find out any information you can rework into the scenarios. Make it more personal for them. Do they have a grandma they could be shopping for?

**Intro**

**Start on someone’s home.utah.edu/~page. Web page isn’t seen until we start testing**

Hello __________, my name is __________. I’m a student at the University of Utah, and I will be walking you through this usability testing session today. We really appreciate you being here, because everything we get from this session is key to our success in this class.

Before we begin, I’m going to cover all of the information I have with me and hopefully answer any questions for you. If you see me reading from this script, it’s just so I won’t forget anything. It feels official, but we want you to feel comfortable.

You’ve been asked here today to help give us some feedback for the website we’ve been designing in class. This website is for Orbit Medical, a company that sells wheelchairs, walkers and many other health and mobility products. We will give you some tasks to complete on our site in finding pages or even information on the pages. We will observe you and take notes as you go, so don’t be creeped out if our note taker stares at you.
We are doing these tests to find any and all problems with our designs. Specifically, we need to know if there are any confusing parts of the layout. Don’t spare our feelings. Be as honest as possible with what you like and don’t like.

Something we like to make really clear is that we’re testing the site, not you. Don’t worry about making mistakes here. This isn’t rocket surgery, just looking through a few web pages - there’s no such thing as a mistake in this room.

As you use our website I’m going to ask you to think out loud as much as possible. Say what you’re looking at, what you’re trying to do, what you’re thinking while you do it, or even the funny thoughts that come along as you’re looking at a website designed for the elderly. Think of it as talking to yourself while looking at this page.

I cannot emphasize it enough, do not worry about hurting our feelings. We need your honest reactions in order to improve our site. Pretending the site works well instead of telling us the truth could be the difference between an A and a B-, and everyone in this group classifies themselves as perfectionists. Be brutal.

If you have any questions as we go along, feel free to ask them. We may not be able to answer them, because we want to see what you would do without someone at your side to help. But we will write them down and answer them at the end.

Any of the feedback you give us is confidential. Our note taker will be feverishly quoting you as we go along. If you’d like, when we’re done we will shred the notes into fine grain, mix them in with fish food, feed them to a fish, feed that fish to a bigger fish, feed that fish to a bear, and let the circle of life take over from there. Or just throw them away. Either way, they will be kept confidential.
This session should take about 30 minutes tops, it’s not too big of a site, but if you need to take a break at any point let me know.

Do you have any questions so far?

Do you feel like you understand what we are going to do here today?

**Pretest Questions**
*Get to know the volunteer. This helps further into the test.*

Alright, before we look at our site, I’ve got some questions for you.

- What’s your name or what would you like us to call you? Get creative if you’d like.
- How often, if you can estimate, do you use a computer? And how much of that is web browsing?
- How often do you use a phone or a tablet for web browsing? And do you prefer that to using the computer?
- Are you comfortable using the web or not? Why is that?
- Do you have any websites that you enjoy using? Any that you really dislike using?

That’s it for our questions. We can get into looking at the website now.

**Usability Test**
*Since these are on our school server, not a pretty url, have the student page pulled up in a hidden tab so that the user is one click away from the actual site.*

We’re going to have you start by navigating to the web page. This is our student server, so it’s easier to do this than to pull up the URL.
**Task #1**
The first thing we want you to do is just look around. We want your first impressions. What do you like about the look? What don’t you like? Does the color scheme make it easy to read? Who do you think the website is for? Just look around and speak your mind. Please don’t click on anything yet.

*Let them do this for 3 minutes or so.*

**Task #2**
Excellent. Now I’m going to ask you to perform some tasks. As much as possible, try to use the built in navigation menus. This helps us see how the site works when a new set of eyes is viewing it.

Again, please think out loud as much as possible. It helps our note taker so that we have something to look back on and revise the site.

**Scenario:** Imagine you are looking for mobility equipment, such as a wheelchair or scooter. You have been referred to this company but want to know a little more about us before you make the purchase. Specifically, you want to know more about where we’re located - this will factor into the shipping price.

**Task:**
1. As a potential buyer, navigate our site to find out where we are located.

**Questions you should ask:**
- Did you find that information about Orbit Medical was somewhat easy to find? Why?
- Did the site’s navigation seem well laid out? Why or why not?
- Was the information about the company where you thought it might be? If not, where were you expecting it?
**Task #3**
Alright, easy enough, right? This task is going to be a little more difficult. So swear out loud if you get frustrated - everything helps.

**Scenario:** Now that you know our company a little more, you're looking for mobility equipment and aren’t 100% sure what is best. You like to ride in style - just because it's a wheelchair doesn't mean it has to look like one, maybe yours will look like a motorcycle. You have a budget of $5,000 for the chair itself (not including taxes or shipping). Navigate the site through some of our more popular items until you find a chair that fits your needs. Add this chair to your cart and prepare to purchase the item. The functionality of this isn't working 100%, so you won’t actually be able to buy the mobility equipment.

**Task:**
1. Find a chair to fit the needs and style. Attempt to add it to cart.

**Questions you should ask:**
- Was finding the mobility equipment an easy task? Why or why not?
- Was there anything that made this task seem like an impossible thing to do? If yes, what specifically?
- What could have made this easier?

**Task #4 BONUS**
*If the user hasn't stumbled across our search gallery, proceed with this task.*

**Scenario:** At this point, pretend that you don’t have a spending limit. You are just focusing on specifics - do I want three wheels or four? Would I prefer old school or new? The website has an incredible amount of products, and you don’t want to
search through each individual one. Navigate the site to a place where you can apply filters and narrow your search.

Task:
1. Find our gallery.

Questions you should ask:
- Was this page easy to find? Why or why not?
- In searching for your other chair, would this have been the page you can to?
- Did the animation of the search bar make it more difficult to find this page?

Conclusion
Thank you a ton for all the feedback you’ve given us today. Were there any unanswered questions that you still had?

Did you like or dislike certain things about this session? What specifically?

Did you like or dislike certain things about the website? What specifically?

Is there anything else you’d like to tell us about our work, or what we can do to improve it?

We appreciate you taking the time to help us out today. Thank you!