

Web Usability Testing Script

Welcome

Meet participant and introduce to observers

Profile/ agreement

- **Purpose – testing a website**
- **Testing website, NOT you**
- **Recording you**
- **Complete profile**

Testing introduction

- **25 minutes**
- **If at home**
- **Me asking questions**

Any questions before we start?

Testing

START recording!

TASK 1

First impressions – a) Quick look

I'm going to show you the home page of a website. You can look for a few seconds only, then I will ask you some questions. At this stage don't click, just look, OK?

Participant looks at page for 5-10 seconds.

OK, stop looking!

**What's your first impression of this website? (What website is it?)
What/ who do you think it is for?**

TASK 2

First impressions – b) Second look

I want you to look at the home page in more detail now but don't click yet.

Participant looks at the home page while the facilitator asks questions

If you visited this page, which link would you start with? Why? What would you expect?

Without clicking, describe the options you see? What do you think they are for? Any more?

Tell me about this area of the site. (parts they didn't mention)

Have you seen the new LSE design before today?

Thinking aloud

For the rest of the tasks you will need to think aloud – you must tell me what you are thinking! It will feel strange but this is very important OK?

I'm now going to show you what I mean by 'thinking aloud'. I'll use another website for this example.

Here we go:

Driving licence on Direct Gov

TASK 3

Navigating from the home page

Get browser to home page

We're going to start at the university home page. Your next task is to find the Careers page within the LSE site. Remember to say what you're thinking! Please start

TASK 4

Free exploration

Remember, today we are testing the Careers web pages. You don't need to visit the rest of the university website. Please spend a couple of minutes exploring the careers web site. Remember to say what you're thinking!

Participant explores the site for x mins. Stop/ question if appropriate.

TASK 5 etc

Scenario tasks

For each task please read it aloud and continue to tell me what you are thinking! When you have found the answer please stop (or tell me if you want to give up)

For each task give the student the task to read aloud and stop/ question as necessary

Useful questions:

What are you thinking?

What are you thinking you should do here?

Tell me about your thinking

What did you expect when you did that

What's your goal at the moment?

How was that task?

I noticed you were... What was going on there? How were you feeling?

What are you looking for?

TASK X

Post-test questions

What is your overall impression of the site?
Grade the site – A to E?

Would you use the website or the Career Services room/ Student Services Centre for tasks like today's?

STOP recording!

Thanks

Many thanks for all you work today. You've been really helpful. I hope you enjoyed it!

Give voucher if using.

Show them out

Review

With observers