

Usability Testing - Facilitator Script

Participant (#) _____

<Start on google.com>

Introduction

Hi, _____. My name is _____, and I'm going to be walking you through this session today.

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 are working to make some improvements on our website. An important part of this improvement process is getting feedback from our users, including seeing them in action on our website.

The first thing I want to make clear right away is that we're testing the site, not you. There is no right or wrong way to complete these tasks.

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 may 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.

Do you have any questions before we start?

Tasks

I'm going to ask you to try to complete some tasks. I'm going to read each one aloud and give you a printed copy.

I'm also going to ask you to do these tasks without using search – this will help us learn more about how users navigate the site.

<Open the starting page for the test>

Again, as much as possible, try to think out loud.

<Begin tasks>