Script for Usability Test

https://www.zoo.org/

Introduction

Hello and thank you for taking time out of your day to meet with me and go through a website usability test session.

Before we go through and test this website, I would like to clear up a few things.

First, I am in no way affiliated with this website or organization. The results of the testing we do here will be shared in my User Science and Testing class at Seattle University. You will remain anonymous and results will be shared in such a way that they will not be identified with you.

Second, I am testing the usability of the website and not you as an individual. Some things may come easy, some things may not, please do not take this as any indication of your intelligence. You will notice that I will be jotting down things on my notebook throughout my test. This is just to document what occurs throughout this session.

Third, I ask that you think out loud. I would appreciate and encourage that you verbalize your though process. I may make some comments here and there but for the most part, if you have any questions regarding the tasks,

Finally, I will refrain from answering in order to get a good idea of what the average user experiences. If you feel that there is no way that you can complete a task, please inform me.

Any questions?

Background

- What is your name?

- How old are you?

- What do you do for work?

- How often would you say you are browsing the web on any single day?

- Does your employment require you to use the web in order to get certain tasks done?

- Are you predominately a mobile user or desktop?

THE HOME PAGE TOUR

Thank you for answering some general questions. We can now begin the usability test.

Please scrolls through this site and feel free to read whatever content you would like but please don't click on anything.

After a few minutes, I will ask you a few questions regarding the home page.

- How do you feel about this page? Anything you like or dislike?

- Did you find the content easy to ready? Why or why not?

- Do you feel like you can navigate through this page?

- What do you think the main function of this page is?

- Any other comments?

THE TASKS

For the main portion of this usability test, I ask that you only use what is available to you through the web page. Please refrain from using any other resources such as Google or the search function.

Tasks

- Navigate to the page where you can learn about and sign up for a membership.

- Find the best membership that fits your current situation and proceed to the checkout as a guest.

  NOTE: Give them information they can use to fill out the required forms e.g. name, address, phone, etc. Stop at payment info and proceed to next task.

- Find the best membership that would fit this scenario: 2 parents, 1 child, and 1 adult caretaker unrelated to the family such as a nanny, proceed to checkout

---

Go through tasks, give 2-minute breaks between each.

Document/note any interesting findings.

If participant gets to a point where they are too frustrated or it's looking like they will not get the task done. Stop, move on to the next one.

Post Test Check-In

Thank you for taking time out of your day. This was very helpful.

Follow up questions.

- What are your thoughts on the level of difficulty, if any, there were while going through these tasks?
- Did you feel confused at all during any portion of the task?
- Is there any reason that someone else might have difficulties in doing the same things that you've accomplished today?
- From what you've seen and read, what are some ways people can contribute to Woodland Park Zoo?

WRAPPING UP

This will close out the Usability Test session, do you have any questions for me before we end this?