Usability Test Script Example for AA District Website Testing on Mobile Phones

Directions and information for the test facilitator are bolded. Everything else you would say out loud to the participant.

[Start]

Thanks again for taking the time for this! I'll start by asking you a couple of questions, and then I'll have you try out a few tasks on a website. Please remember we are testing out the website not you. Ready? Great!

[Opening Questions]

How are you doing today?

Do you have any favorite websites that you visit often? Which ones?

Thanks for sharing all that! **[Smile!]**

[Tasks]

Now I'll ask you to complete a few tasks. Can you use your phone? Or you can use mine if you prefer. **[Have volunteer phone ready]**

Please share your thoughts and observations as you go – try to think aloud as much as you can. You might not normally talk out loud when visiting websites, so if you go silent, I might nudge you by asking

"What are you thinking?" There are no right or wrong answers – I want to hear what you really think. You won't hurt anyone's feelings, we just want to make this website better.

So here's the scenario I want you to pretend you are in:

[Scenario] You have a friend who might have a drinking problem and you heard about this website with information and groups to help. Before sending your friend the website, you want to check it out first to make sure you are sending useful information.

Here's the website to go to:

[ADD YOUR DISTRICT WEBSITE URL HERE -

http://www.aanc32.org was used for this example]

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, whose website is it, what's it for? Just look around and do a little narrative, you can scroll but don't click on anything yet.

[See what they say and ask any follow-up questions if it's not clear what they mean.]

Ok, thanks for that! Now we are going to try doing some specific tasks.

[Task 1] Find out if there is a cost to attend a meeting.

[Task 2] Find an in-person meeting on the weekend that doesn't seem too far to drive to.

[Task 3] Find a meeting during the week that's virtual.

[Task 4] Find information that you think might be helpful for someone who might be worried they have a drinking problem.

[Task 5 - <u>Assuming they found something</u>] How would you get this information to your friend?

[Task 6] If you have questions about what you've seen here online, how woud you reach someone to get answers?

[Final Questions]

That's all the tasks, that was really helpful. I'd like to ask you a few questions to close.

[Mention briefly what they've already said, but see if they have more to add]

Can you tell us a little bit about your experience on this site?

What, if anything, was confusing to you?

What else do you think would improve this website?

Is there anything else you'd like to tell us?

Excellent. Thank you so much for your time today!