LAHR Usability Test Script

*Do not open website yet.

Hi, _____. My name is Michael, and I'm going to be taking you through the usability session today.

I would like to go over some preliminary information before we begin, just so that you know what to expect and you know what you'll be doing during the session. The purpose of this is to determine how well the website functions, as well as what needs improvement or modification in the website's next iteration. This session should only take about 45 minutes.

I want to make clear that this session is about testing the website, not you. Don't worry about making mistakes or about doing anything right or wrong.

As you go through the tasks on the website, I'm going to ask you to think out loud as much as possible. This means saying what you're trying to accomplish, what you're looking at, and what you're thinking. This will help us more accurately determine what to focus on when we improve the website. Also, be as honest as you can. Honesty also helps us figure out what to focus on.

Do you have any questions so far?

Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?
- IBM, Software Engineer

How many hours a week do you spend using the internet? This includes web browsing and email, both at work and at home.
- At least 20 hours

What kinds of sites do you look at when you browse the Web?
- Tech sites at work, news sites

Do you have any favorite Web sites? What sites do you use most often?
- Youtube, Google News, KickassTorrents

Alright. We're done with the preliminary questions, so we can start looking at the website.

*Open up the website to the Home page

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 site you think it is, what you can do here, and what it's for. Feel free to comment on the visual appearance as well. Also, feel free to scroll, but don't click on anything yet.

- Navigation is simple, block style, news is unclear, services offered, right block is unclear as to the function (no header), others headers are news oriented?, videos unclear, some sections are very clear (headers are very helpful), some sections aren't entirely necessary or are unclear at first, search function is out of place,

*Let the tester browse the home page for 2-3 mins.

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy. I'm also going to ask you to do these tasks without using Search. And, as much as possible, it will help us if you can try to think out loud as you go along.

*Go through each scenario, reading it aloud. Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated. Take notes; repeat for each task or until time runs out.

Thank you; that was very helpful. Do you have any more questions for me before we conclude the session?

- ASD

Task Notes (Tester 1)

- Task 1
  - Donate button on home page, header was intuitive, credit card icons are useful, button takes you to PayPal, **task success**
  - Follow Up: Is it clear what you're donating to?
    - Would read about org first to see what a donation accomplishes, would go to "About Us", assumption (pay for salary, nonprofit)
- Task 2
  - Scan navigation, ambiguity as to where to go, "About Us", go to Board, scan navigation again, tried pages, **task failure**
- Task 3
  - Go to links, scan it top-down, **task success**
  - Follow Up: Are the headers intuitive?
    - Yes
- Task 4
  - Go to contact, **task success**
- Task 5
  - Go to About Us, go to board, scan, **task success**
- Task 6
  - Go to Join Us, click "become a member", assumption that you have to pay to become a member based on intro text, VERY SMALL text on the order coupon, clickable pdf, assumption that you have to print it, fill it out, mail it somewhere, mailing information above, join online not intuitive, clicked join online, too many steps, frustrated, PayPal, unsure as to what PayPal information accomplishes, unsure what information LAHR gets, joining gets you a newsletter, benefits of membership VERY unclear, **task success (somewhat)**
- Task 7
  - Go to About Us, About LAHR, mission statement fairly clear, **task success**
- Task 8
  - Go to Political Action, look at LAHR PAC Ratings, confused as to what ratings accomplish, scrolled down further to see ratings, **task success**
  - A key for ratings would be very useful, what does a rating mean, very or extremely?
- Task 9
  - Go to newsletter, go to past newsletter heading, go to march heading, went to newsletter, **task success**