

usability test script

Parent 1

FACILITATOR: Hi, my name is _____, and I'm going to be walking you through this session. You probably already know, but let me explain to you why we've asked you to come here today: We're testing a new K-State recruitment website to see what it is like for actual people to use it. I want to make clear right away that we're testing the site, not you. You can't do anything wrong here. We want to hear exactly what you think, so please don't worry that you're going to hurt anyone's feelings. We want to improve the K-State recruitment website, so we need to know honestly what you think.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us. If you have questions, just ask. I may not be able to answer them all right away, since we're interested in what people do when they don't have someone sitting next to them, but I will try to answer your questions you still have when we're done. Do you have any questions before we start?

SUBJECT: [Questions, if any]

FACILITATOR: Okay, we are going to ask you to look at this website and ask you some general questions about your impressions.

1. What is the first thing you noticed on the site? What's the first thought that comes to mind when you see this page?

2. What would you do next?

3. Go through the home page—one thing at a time and talk about what you expect each link to do.

4. Is there anything missing?

per task

1st click
 Why did you click there?
 What caught your attention?
 Did the name of the link make sense?
 What are you thinking of?
 What are you looking for?

Navigatio

Why did you choose this link?
 Why did you use the Back button?

Scree

What is the most important thing on this screen for you?
 Besides the link you are looking for, what else catches your eye on this page?
 Is there any information missing?
 Are the visuals distracting?

Co te t

Does the information make sense?
 How about the way it is organized?
 Are there any unfamiliar terms?

SUBJECT: Responses.

FACILITATOR: Okay, now we're going to ask you to look for certain information on this website. Just surf the site as you would normally at home or at work and try to find the information we ask you to look for. We ask that you do not use the search option, only because it is not working right now. When you get to a point where you believe you have found the information we asked you find, say "I'd stop here." If you can't find the information and would give up if no one were watching, say, "I would give up here."

usability tasks

Parent 1

1. Find the application for admission.
2. You want to call or e-mail someone to make sure that your child's application is complete. Find an appropriate e-mail or phone number.
3. Find out the minimum ACT score required to get admitted to K-State.
4. Find out about security measures taken in the dorms.
5. Get information about the crime rate on campus.
6. Find out how much it costs per credit hour to take a class.

usability test script

Parent 2

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usability tasks

Parent 2

1. Find out the costs of the various meal plans in the dorms.
2. Your child wants to be a cheerleader or yell leader. Can you find information about this?
3. You want to bring your family to campus during Open House. Find information about this annual event.
4. You want to set up a campus tour for your child. Can you find information on how to do this?
5. Your child might be interested in the honors program, but you don't know what is required. Find more information on this topic.
6. You're looking for ways to get involved with other parents at K-State. Can you find information about this?