

## usability test script

Student 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: 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 school 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

### Student 1

1. Find information about what ACT score you have to have to get into K-State.
2. You are a high school senior who has never attended college. Find the application you should fill out.
3. You want to apply for a scholarship. Find information about scholarships at K-State.
4. Find information about the costs of residence halls.
5. You would like to get information in the mail from K-State. Find out how to get a brochure or other materials sent to you.
6. You got invited to Western Kansas Senior Day. You've lost the invitation, but you remember that it was sometime in November. Can you find the details?
7. Find information about the different meal plans options available in the dorms.

## usability test script

### Student 2

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 school 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

Student 2

1. You want to e-mail or call someone about the status of your application. Find information about who to call or email about that.
2. Find information about joining a sorority or fraternity.
3. Find people to play basketball with.
4. You want to study biology and want to know what classes to take. Find information about that.
5. You are interested in seeing a video about K-State. Find videos to watch.
6. You are scheduled to come to K-State for a campus tour, but you don't know how to get to Anderson Hall. Where would you go to find that information?
7. You are interested in studying abroad in college. Can you find details on this topic?