

## **Script**

Hi, \_\_\_\_\_. My name is \_\_\_\_\_, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why I asked you here but let me go over it again briefly. I am asking people to try using a Web site that I am testing to see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to me.

Also, please don't worry that you're going to hurt my feelings. I am doing this to test the site, so I need to hear your honest reactions.

If you would, I'm going to ask you to sign a simple permission form for me. It just says that I have your permission to record you, and that the recording will only be seen by me.

Do you have any questions so far?

### **THE QUESTIONS**

OK. 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?

Roughly how many hours a week altogether would you say you spend using the Internet, including Web browsing and email, at work and at home?

What kinds of sites (work and personal) are you looking at when you browse the Web?

Do you have any favorite Web sites?

### **THE HOME PAGE TOUR**

OK, great. We're done with the questions, and we can start looking at things.

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. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

## THE TASKS

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.

- Make an online reservation
- Cuisine influence or background
- Find the food menu and happy hour specials

## WRAPPING UP

Do you have any questions for me? Now that we're done.

## Metrics

- **Successful Task Completion:** Each scenario requires the participant to obtain specific data that would be used in a typical task. The scenario is successfully completed when the participant indicates they have found the answer or completed the task goal.
- **Critical Errors:** Critical errors are deviations at completion from the targets of the scenario.
- **Time on Task:** The amount of time it takes the participant to complete the task.
- **Subjective Measures:** These evaluations are self-reported participant ratings for satisfaction, ease of use, ease of finding information, etc where participants rate the measure on a 1 to 5-point Likert scale.