

Website Usability Script

Information

I am testing my website that I'm working on to see what it's like for actual people to use it. I want to make it clear right away that we're testing the site, not you. You can't do anything wrong here. I want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. I want to improve it, so I need to know honestly what you think. As we go along, think out loud, to tell me what's going through your mind.

If you have questions, just ask. I will try to answer any questions you still have when we're done.

Background Questions

Do you have any questions before we begin?

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

What is your occupation?

Approximately how many hours do you browse the Internet a day?

What do you do when you surf the web? For example: online shop, check emails etc.

What are your favorite Websites and why are these your favorite?

OK. We are done with those questions now let's start looking at the site.

First Impressions

For this section, all I want you to do is look at the site.

What is your first impression of the site?

What mood does this site put you in?

What do you like about this page?

What do you think the purpose of this site is for?

Don't actually click on anything, but what would you click on?

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Click on all the things that you think are “clickable”.

Navigate through the website as much as possible. Was it easy for you to figure out where to go and what to do?

What was difficult about navigating through this site? Why?

Did the flow of the website seem natural?

What would you change/add to make the website more user friendly?

Any additional questions?

Your feedback has been very helpful. Thank you for your participation.