

- Web browser should be open to Google or some other “neutral” page**

Hi, \_\_\_\_\_. My name is Beth, 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 to participate in this test, but let me go over it again briefly. I’m asking people to try using a Web site to see whether it works as intended. The session should take about fifteen minutes.

The first thing I want to make clear right away is that we’re testing the *site*, not you.

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.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I’m interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then.

You may have noticed the laptop has a microphone. With your permission, I’m going to record what happens on the screen and our conversation. The recording will only be used to help figure out how to improve the site, and it won’t be seen by anyone except the people working on this project.

If you would, I’m going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

- Give them a recording permission form and a pen**
- While they sign it, START the SCREEN RECORDER**

Do you have any questions so far?

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?

How many hours a week would you say you spend using the Internet?

And what's the split between email and browsing—a rough percentage?

Great. We're done with the questions, now let's take a look at the website.

- Click on the bookmark for the site's Home page.**

First, I'm going to ask you to look at this page and tell me what you make of it: what is your general impression, whose site do you think it is, and what it's for.

You can scroll if you want to, but don't click on anything yet.

- Allow this to continue for three or four minutes, at most.**

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.

- Hand the participant the first scenario, and read it aloud.**
- Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.**
- Repeat for each task or until time runs out.**

Are you able to locate information about what a co-op is and how to join the Central Co-op?

Are you able to find the cost for membership and figure out what benefits are included with membership?

Are you able to locate the address and hours for the co-op location in Seattle?

The Co-op has started a new grocery delivery service. Are you able to find out whether your zip code is within their delivery area?

Thanks, that was very helpful. Do you have any questions for me, now that we're done?

- Stop the screen recorder and save the file.**
- Thank them and escort them out.**