

Usability Test Script

University of Baltimore Website (www.ubalt.edu)

Test Date: TBD
Test Location: University of Baltimore Usability Lab
Test Participant Group: UB Staff Members

Participants

Our group will test four subjects who have previously been screened to ensure they meet our representative users criteria. They will be observed and recorded on video as they perform key tasks on the University of Baltimore website. Our users will fall into one of the following two groups as defined in our pre-determined profiles:

- Nomad
- Lifer

Methodology

We will conduct our tests at the University of Baltimore Usability Lab. Test materials include digital video recording and eye-tracking equipment. The usability testing team will be comprised of one moderator and two observers.

The site will be evaluated using the University of Baltimore's network connection on the computers in the usability lab.

The moderator will greet the test subject, orient them and verbally prompt them through this script. Respondents will be asked to navigate the site in response to the moderator's prompts.

Observers will note task success rates, errors committed, and usability obstacles. We will use a video camera and eye-tracking equipment to capture the session. Footage of each usability test will be used to create brief video highlights. Observers will also note the 'time stamp' of major usability events in their notes.

Each test will begin with the respondent being greeted and oriented by the moderator, and completing tasks that will be orally assigned by the moderator.

Script

Moderator	User's Actions and Comments
<p>Introduction</p> <p>Hi my name is ___. I'll be working with you today on this session. First let me explain why we are doing this usability session</p> <p>My group and I are here to find out how easy it is for you to use the University of Baltimore website. During this session, I'll ask you to complete some tasks and answer some questions. It is important that you answer questions truthfully and not on what you think I want to hear. I need to know exactly what you think.</p> <p>I'm going to ask you to perform some typical tasks on the website and I'd like you to perform them as you normally would – for example at the same speed and with the same attention to detail.</p> <p>The most important thing is that you are not concerned about the results – this is a test of the website, not of you or your ability to use it. UB is working to improve its website and this test will help us figure that out how to do that. The site should be intuitive to use so let us know if something doesn't make sense to you.</p> <p>While you are working, I and the other members of our team will be taking some notes. We will also be videotaping this session for reference purposes. If that is ok with you, please sign this consent form for videotaping the session.</p> <p>Do you have any questions before we begin?</p>	

<p>Using the UB Site</p> <p>Tell me a little bit about how you use the University of Baltimore website</p> <p>Follow-up: What matters to them about the website?</p> <p>speed? organization of topics? reference information? Interactive features?</p> <p>Have you used a website similar to this as an employee at another higher education institution?</p> <p>How would you say the UB site compares?</p>	
<p>Orientation</p> <p>Without leaving the home page, take a moment to look at this site and tell me about it.</p> <p>What is its purpose?</p> <p>What can you do on this site?</p> <p>Talk about this home page design.</p>	
<p>As we go through 10 tasks and are going to ask you to think aloud as you walk through them.</p> <p>(Warm up) Task 1 – What is a task that you regularly perform using the website?</p> <p>Talk me through that process and let me watch you.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 2 You need to know check when your timesheet need to be in next week. Show me how you would find the schedule for timesheet submissions.</p>	

<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 3 – You need to fill our your timesheet. Show me where you go to do that.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 4 – You need the address for the Schaefer Center for Public Policy. Show me where you would go to get that address</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 5 - Look for an event you think would be interesting to attend at UB and register for it.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 6 – The university has a policy on email use. Walk me through how you would find that policy.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 7 – Find the email address for Director of the Interaction Design and Information Architecture program.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 8 – You have recently moved house or apartment and need to fill out a benefits information change form for Human Resources. Find the form to do that.</p>	

<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 9 – A friend has asked you if there are any job openings at UB. She is looking for a high level administrative assistant job.</p> <p>See if you can find a job opening that you think sounds good for her.</p> <p>Walk me through how you would get the information about the job to her.</p>	
<p><i>(Check clock to see if 15 minutes are up to restart eyetracker)</i></p> <p>Task 10 – This is the final task. You need to send parking information to a visitor who will be coming to UB next week. Walk me through how you would find that information and pass it along.</p>	
<p>We are done. Thank you so much for helping us with this.</p>	