Test Script

Hey {name}, my name is Amit and I will be walking you through this website evaluation today. As I mentioned, I am conducting these evaluations as part of my coursework for Evaluating Interactive Systems. The assignment requires me to observe how users interact with the website while trying to complete some tasks, and identify what's working well with the website and what isn't.

First, I will ask you some questions. Then I will show you the website and ask for your opinions. Afterwards, I will present you with some hypothetical scenarios and ask you to perform some tasks. 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 very helpful.

The first thing I want to make clear right away is that I'm testing the site, not you. You can't do anything wrong here. I am not involved in the design of the website, so nothing you say can hurt my feelings. The purpose is to improve the website, so your honest opinions are important. Everything you'll say will be confidential and will not be used for anything other than this assignment. Your name and details will not be included in the report or in the questionnaires.

The session will be recorded in two ways: whatever is happening on the screen, and the audio of our conversation. The webcam is not filming and your face is not being recorded. I will use highlights from this session for the presentation part of my assignment, which will only be seen by staff and faculty members from the Department of Computer Science. I will ask you to sign a consent form stating that you agree to this.

Do you have any questions to far?

[///]

Great. Before we begin I would like to hand you this information sheet and ask that you read through it.

[///]

Now I'm going to ask you to sign the consent form.
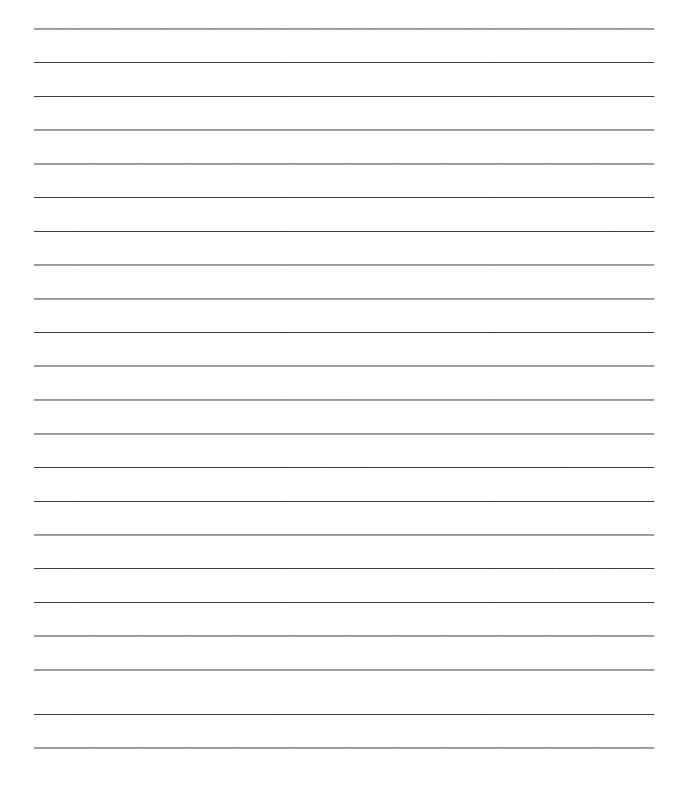
[///]

START RECORDING

I'd like to start by asking you to fill this online questionnaire, to gather some demographic data.

[///]

Thank you.

0. <u>Get-it Test</u>

First, I'm going to ask you to look at this page and give me your impressions of it. Feel free to scroll up and down, just don't click anything. I'd like you to tell me what strikes you about the site, whose site you think it is, what can you do from here.

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Was there anything about this page that you especially liked?

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Was there anything you especially didn't like?

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For the next part of the evaluation, I will give you some hypothetical scenarios and some tasks to perform on the website. I will ask that you read the scenarios out loud, and while performing the tasks – please verbalize your thoughts and feelings as much as possible.

[///]

Thank you. For the last part of the session, I would like you to answer some questions about your overall experience with the Cancer Research UK website.

[///]

STOP RECORDING AND SAVE