

Sample Moderator Script

Please feel free to change the script to meet your needs, both for in person and remote testing. This script was adapted from <http://sensible.com/downloads/test-script.pdf>.

Set Up: Computer terminals with microphones and screen recorders enabled. You can change the testing set up to meet your needs, please change the script to reflect any changes. If you are using recording devices (audio or screen recorders) please prepare and disseminate a Recording Permission form. You may also elect to prepare a non-disclosure form if you feel it is necessary.

Introduction:

Participants sit down, browsers are open to Google or other neutral page (not the site to be tested)

Hello, my name is, _____ and I am a _____ at _____
(introduce anyone else- if there are observers in another room, let the testers know) and I'd like to welcome you all today, and thank you for agreeing to participate. Before we start, I'd like to cover some information with you. You probably already know why we've asked you here, but let's review so we're all on the same page before we start. We are asking people to use the web site we are *[working on/changing/creating/etc]* to understand how you would naturally use the site. This session should take about an hour. Just to clear, we are testing the site, we are not testing you. You cannot do anything wrong, or make mistakes during this hour. Please don't worry about hurting our feelings during this time. We are looking for your honest reactions so we can continue to make improvements and work on the site.

If you have any questions

please ask. I'll assist as much as I can.

OR

please just do the best you can. We are trying to see how people do when left alone on the site.

If you still have questions at the end, feel free to ask them after the testing is complete. If you need to take a break at any point during the testing, please let me know.

Optional: You may have noticed the microphones when you sat down. With your permission, we are going to record what you say, our conversations and what happens on the screen during this test. Please think out loud, say what you are looking at, what you are trying to do and what your thoughts are during this test. We will use the recordings to help us get a better sense of your experience and help us improve the site. It will only be used by people working on this project. We've asked you to sign a form allowing us to create and use these recordings, [as well as a non-disclosure agreement, that says you won't talk about your testing here today, since the website is not public yet]. Does anyone have any questions about the form(s)?

Collect the agreements, and start the audio/screen recordings if you have not done so.

Tester Interview Questions

These can be customized to meet your needs, you may also want to this as a form for the participants to complete.

Are you employed? Who is your employer? If you're not employed, tell me a little bit about what you do during the day.

Roughly, how many hours do you say you spend using the internet each week? This can include looking at websites, emails both at home and at work?

How much of that time do you spend on emails? Just as a rough percentage. And the rest you spend looking at websites?

What kind of sites do you look at when you're online?

What are your favorite websites?

Thank you so much, now we are going to start looking at parts of the site.

Interview Testing

Click on the bookmark for the site's homepage

Looking at this page, what strikes you about the page? Whose site is it? What do you think you can do here? Feel free to look around, please just don't click on anything yet. *[Optional: Please share what you see and what you're doing].*

This can continue for 3-4 minutes.

Thanks.

Testing Scripts

I'm going to ask you to do some specific tasks, and read some situation where you may need to use the site. Please then navigate the site without using search so we can learn about how the site works. [Optional: As much as possible, try to think out loud as you go along.]

Provide testing script and read it aloud. Allow users to proceed until there is no longer valuable information produced or users become very frustrated.

Thanks, that was very helpful.

Repeat for each testing script

Optional: Please excuse me for a minute, I'm going to see if the design team has any follow up questions. Call observation room for any follow up questions and ask them to the group.

Ask any questions you may have from the tests.

Complete the testing

Do you have any questions about what you just did, or anything you'd like to follow up on now that the test is over?

Provide incentive/remind them it will be sent to them. Stop screen recorder and save files. Thank participants and escort them out of the testing room.