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Project Title

Test Script

Version 1

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Introduction

Provide an introduction to the project; what you're testing, why, what you hope to achieve and how the results will be used.

The example we have used here is a recipe website for healthy food choices aimed at young families.

User research and testing at this stage of the design process will explore in more detail the target audience's digital behaviour in general, as well as their current digital behaviour in relation to the topic of food and healthy eating. We will also seek to explore how the target audience responds to the overall look, feel, content and site architecture and whether they will use the website as a 'go-to' for healthy food choices.

We'll uncover additional online support tools which would encourage parents to use the website often and explore which specific tools are of real value to our audience.

The deliverables from the project will include a detailed report of the findings, together with recommendations and video footage of all test sessions.

Test Objectives

This is where you outline the objectives of testing.

The key objectives of the user testing have been identified as follows:

- Gain an understanding of the target audience; their backgrounds, barriers, needs, goals, frustrations and motivations in terms of healthy eating and online media

- Gain an understanding of how the target audience will interact with the website (when, where, how, platforms, tasks, problems, barriers)

- Address what users want from the website, including what would encourage them to use the site regularly

- Gather empirical evidence (qualitative and quantitative) about how well users complete tasks using the prototypes

- Capture opinions around the design, structure, content, language, messages and tools

- Identify and describe any usability issues encountered

- Propose practical solutions and recommendations for improvement

Methodology

This is where you outline exactly how you will be conducting the usability testing, how many people you have selected for testing, the location, equipment and format.

Usability testing will be conducted on a one-to-one interview format with between 6 and 8 users representing the target audience. In this case parents with children aged between 4 and 17. All tests will be conducted at XX will be moderated by XX. Each test session will last approximately two hours and will be recorded in order to aid analysis. Testing will be conducted in the following format:

Pre-test Interview

Prior to testing we will interview the target audience to assess their current digital behaviour in general, as well as their digital behaviour in relation to the topic of food and healthy eating. This will help create a more rounded picture of test participants involvement with online media.

We'll also seek to gain an understanding of their needs, characteristics, motivations and frustrations, including what they would like to be able to do on the website and how it can be used as a tool they are likely to use regularly.

We'll spend some time showing participants the proposed wireframes and design concepts in order to get some general feedback on how people view the overall look and feel of the website and gauge whether the sample content available is helpful and engaging.

Task-based Usability Testing

During testing, participants will be asked to complete several important tasks on the website. This helps gauge if users can use the features and functions of the website successfully and helps uncover detailed opinions around the design, content and IA, as well as to capture any problem areas or usability issues encountered.

We'll ask users to 'think-aloud' so that we can provide insight as to why users are performing various steps, what they are thinking at each stage and where problems may arise.

We will explore how the participants cope with completing tasks we set them, capturing success rates in finding information, ratings of satisfaction, as well as gain an insight into user needs and requirements for the proposed website and future site development.

Success rates in completing each task will be captured as follows:

- **Fully successful** – the user performs the task exactly as desired and is satisfied with the result

- **Partially successful** – the user reaches a state that deviates slightly from the desired result and is left feeling a bit confused and/or frustrated by the experience

- **Unsuccessful** – the user makes fundamental mistakes completing the task, are not able to find the information they are looking for and are left feeling frustrated by the experience

- **Given up** – the user indicates that they would have stopped or given up, even although they know they have not completed the task. They find the task difficult and give up completely.

Similar to the task success rates, usability issues will be captured for each task and scored against a usability severity rating scale:

- **Minor** - causes some hesitation and slight confusion and/or irritation but eventually allows the user to complete the task. Issues have a minor effect on usability.

- **Serious** - causes occasional task failure, delays and moderate irritation. Issues have a serious effect on usability.

- **Critical** - prevents task completion and causes extreme irritation. Issues make the site unusable.

Post-test Survey

After the task-based usability exercise is complete we will conclude with an emotional response questionnaire to capture views about the look, feel and structure of the site and also uncover any final thoughts and ratings they can provide on their experience of the website.

This will help identify and clarify likes, dislikes and any difficulties encountered and will uncover whether users find the online tools valuable/useful, if the proposed format works and if there are any additional requirements which are not currently there.

Report of Findings

The deliverable will include a report to highlight our findings, together with a number of recommendations for improvement. The final report will also verbal commentary from participants where appropriate.

Incentives of £XX per person will be offered to everyone who participates in the testing and will be given to each participant after the test sessions.

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Test Participants

This is where you include information about your test participants and ensure that they match the users personas of the site you will be testing.

Note: in most cases participants will remain anonymous, so ensure that you do not include any names or personal information.

The table below provides a breakdown of the participants selected for testing:

Name	Location	Background	Test Date
Participant A			

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Test Script

This is the script you use to introduce the purpose of the testing and explain what participants can expect from the session.

Use this for guidance, rather than reading directly from the script.

Thank you for coming along and for agreeing to take part in our research.

The purpose of today is to get your feedback on a new website aimed at parents who have kids between the ages of 4 and 17 around making healthier food choices; from meal planning, right through to shopping and food preparation. It will provide easy, quick and cheap recipes, as well as useful tips, discount offers and videos of cooking demos.

We are interested to hear from you today as you are the target audience for the site and we're really keen to hear your opinions and suggestions on what has been developed so far on the website.

During the session, I will ask you some questions around your family shopping, cooking and eating habits. The session is very informal and I encourage you to be as open and honest as you can. We're interested to hear about your challenges, your opinions and suggestions so please feel relaxed to share these.

I will also get you to complete a mini survey at the end, again just to get more information from you and your opinions.

We will be recording today, but your input is confidential. The report that we will give to the client will include what was said, but all feedback will remain anonymous, we will not be including your name or face etc. The videos will be used to help us pull together our notes and final report.

It's all very informal, it is not a test and there are no right or wrong answers. We are interested to hear your feedback so please don't feel under pressure to complete tasks correctly or feel intimated by any of the questions we ask today.

Do you have any questions before we begin?

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Pre-test Interview

This is where you try to gain some background information about your participants and any preconceptions they have before you start the task based scenarios.

These are sample questions only and are based around our example website:

1. Can you tell us about yourself and your family?

2. Do you use the internet regularly? How often would you say you went online (daily/weekly)?

3. How do you usually access the internet (phone/tablet/desktop)? Do you use multiple devices? What do you use most?

4. What do you go online to do? (email, shopping, personal finance, playing games, looking for practical information)

5. Do you use the internet to help with your food shopping, cooking, recipes etc?

    6. Which websites do you use and why? What do you tend to look for?

    7. How often do you visit these sites?

    8. What do you like/dislike about these sites?

9. What would you say your main challenges are around healthy eating and/or meal times? (time, variety, fussy children, cost, taste, difficulty)

SHOW HOMEPAGE DESIGN

10. Having now seen the homepage design, what is your initial reaction? What's your opinion of the design and content?

    11. Is there anything that stands out? Why do you say this?

    12. Is there anything you would have expected/wanted/needed to see on this page that is not here?

    13. Is there anything you like/dislike? Why do you say this?

    14. Is there anything unclear? Why do you say this?

    15. Do you think the sample content available is helpful and engaging? Why do you say this?

Usability Test – Tasks/Scenarios

Before you start testing, explain what you're going to be doing and put your participants at ease.

The purpose of this exercise is to set you a few tasks so that I can watch you using the website. It will give us the best indication of how effective the site is and how it can be improved.

I would like you to to think out loud, so tell me exactly what you are doing, what you are looking for and any problems you might encounter. I may ask some questions as you go along and will ask you how you found the experience/task.

Again this is not a test, so please don't feel under pressure to complete the tasks correctly. We're more interested in hearing your feedback and suggestions as these will highlight some key areas for improvement before the design is finalised.

When writing your task instructions, be sure not to use any leading words and/or give away your target page. If you see the user struggling, do not help them reach your target, but ask why and what they are struggling with. If they do not find the target, move on.

The probes can be used when/if the user is not verbal, but try to let them relax and share exactly what they're thinking.

These tasks are sample questions we've used for our example website.

No.	Task Instruction	Target	Probes
1	You have come to the website because you are looking for ideas on what you can make for dinner tonight. The kids will be home from school soon so you want to make something in under 30 minutes. Where would you go for this information?	Recipes	Where would you start to look for this information? What keyword or title are you specifically looking for? Upon finding the page, is this what you expected? Is this where you expected this information to be? What do you think about the page layout? Why do you say that? How did you find this task? Was this an easy/difficult task? Why do you say this? Can you suggest any improvements?

2	You quite fancy making Leek Soup so you want to find out what you will need to buy from the supermarket to make this. Can you select the recipe and find the ingredients you need.	Recipes > Hide n Leek Soup 'View' >	Where would you start to look for this information? Upon selecting this page, what do you think of the layout and information on the page? Is there anything unclear? Have a read of the information. Do you think the instructions/copy is clear and easy to follow? Is there enough information? How did you find this task? Was this an easy/difficult task? Why do you say this? Can you suggest any improvements?
3	You like this recipe, it's one of your favourites and you want to save it so that you can cook it again, how would you do this?	Recipes > Hide n Leek Soup 'View' > Add to my cookbook > View your cookbook Home > Family Cookbook > set up my cookbook > create account > The Smith's family cookbook	Where would you start to look for this information? What keyword or title are you specifically looking for? Is this what you would expect? Why do you say this? What do you think of the layout of this page? Is this a useful tool? Is this something you are likely to use? Why do you say that? Are there any other features would you expect or like to find? How did you find this task? Was this an easy/difficult task? Why do you say this? Can you suggest any improvements?
4	You do your food shopping at Tesco and your friend told you that you can get £5 off your next food shop if you spend £40. Where would you go to find this information?	Offers	Where would you start to look for this information? Is there anything unclear or unexpected? How did you find this task? Was this an easy/difficult task? Why do you say this? Can you suggest any improvements?

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| 5 | Your child is a fussy eater and you are looking for some helpful advice on how to get them to eat the meals you cook them.

Where would you go to find this information? | Quick tips | Where would you start to look for this information? Where would you expect it to be?

Having found this information, is it what you expected? Why do you say this?

Is there anything unclear or unexpected?

How did you find this task? Was this an easy/difficult task? Why do you say this?

Can you suggest any improvements? |
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Post-test Survey

This is where you uncover any final thoughts on their experience of the website. You can set this up as an online survey or simply print out a sheet to complete.

1. Thinking about the new website, how much do you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I will use the website regularly					
The website will support me to make healthier food choices for my family					
The design is attractive, appealing and engaging					
The website is clearly laid out and easy to navigate					
The language used is easy to understand, warm and friendly					
The offers are appealing					
The website will help me overcome some of the challenges I face when trying to cook more healthily for my family					
The recipes look varied and easy to follow					
I am likely to share content with my friends on Facebook					

2. Looking at the following pairs of words, please place a tick on the scale between the two words you think best represents the new website.

	1	2	3	4	5	6	7	
Intuitive								Confusing
Clear								Cluttered
Fresh								Boring
Distinctive								Bland
Friendly								Impersonal
Cutting edge								Old-fashioned
Straightforward								Complicated
Enticing								Off-putting
Structured								Unstructured

Please provide any further comments here:

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Contact

This is where you provide your contact details