

# User Testing—Scripts, Surveys

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*The Introduction Information is the document that a user receives upon signing in for user testing. It will be filled out manually or entered directly into a database in the waiting area of testing room. The Introduction Information will capture demographic data about users and web use/preferences.*

Hello and welcome to my company. You are here today to participate in testing a Web site that is currently in development. Your participation today will help us to create the best possible Web site.

Please answer the following questions and we will get started.

Thank You for your time today, we appreciate it.

NAME:

AGE:

OCCUPATION:

- 1) How often do you visit the web?
  - a) 1-3 times a month
  - b) 1-3 times a week
  - c) 1-3 times a day
  - d) More than once a day
  
- 2) From what location do you visit the web?
  - a) Home
  - b) Work
  - c) School
  - d) Public location (library, etc)
  
- 3) At what connection (speed) do you access the web?
  - a) 24.4 modem
  - b) 56.6 modem
  - c) ISDN line
  - d) DSL line

- e) T-1
- f) T-5
- g) Other:

4) What browser and version do you use to view Web sites?

- a) Netscape
- b) Explorer

5) How often do you purchase products online?

- a) never
- b) once every 3 months
- c) once a month
- d) more than once a month

6) Which search engine do you use to search the web?

- a) yahoo
- b) GO.com
- c) Excite
- d) Alta Vista
- e) Lycos
- f) Other, please list:

7) In your own words, please say tell us what your primary motivation for going online is:

## **Test Intro Script**

*The test script is the document that the recorder reads aloud to the test subject. It explains the guidelines for testing.*

Welcome to user testing at my company. Thank you for your time today. You are here to participate in testing a Web site that is in development. We will ask you questions about the site and need you to answer them with complete honesty. Don't be afraid to hurt our feelings! Your honest feedback, both positive and negative, is what will help us build the best Web site possible.

During the testing period we will ask you questions and ask you to complete user scenarios using the Web site. Because the site is in development, design and other elements may not be complete.

During the testing process you may have questions. We welcome all of your questions. However, due to the nature of user testing, we may or may not be able to answer your questions immediately. We will answer ALL questions after the testing period is over. We expect the testing period to last approximately 45 minutes.

After we complete the testing, we'll answer any questions you have and ask you to fill out an exit survey. The exit survey helps us learn about your experience as a tester and is very important. You will be paid after you complete the exit survey.

Again, please answer all questions with complete honesty and feel free to ask us any questions.

Thanks again for your time and participation.

## **Exit Information**

*The exit information answers any questions the user might have had during testing. In addition, final instruction is given for completing the exit survey.*

Ok, we're finished! Now we can answer any questions you might have had during testing. Remember that you signed an NDA (non-disclosure agreement). That means that you are not to speak of the work we did here today.

*Answer any lingering questions they may have.*

Thanks again for your time. We have a quick exit survey for you to fill out in the waiting area. Then, please collect your money!

## **Exit Survey**

*The exit survey will ask users for their final input on the website that was tested. In addition, we will ask them questions regarding the testing process.*

You're almost finished! Please take a moment to complete the exit survey. This will greatly help us achieve our goal of effective testing and great websites.

- 1) In your own words, please give us any final thoughts on the website you just tested. Please include any likes or dislikes, or any thoughts in general.
- 2) Would you use the site you just tested? Why or why not?
- 3) Are you aware of other sites that serve the same function as the one you just tested? Please note web addresses.
- 4) Do you currently or would you use these sites? Why or why not?
- 5) On a scale of 1-5, one being very poor and 5 being excellent, please rate the clarity of the questions you were asked in testing:  

1      2      3      4      5
- 6) In your own words, please describe your experience in user testing. What did you like? What did you not like?
- 7) What was the number one thing the testers could have done better to improve your experience?
- 8) May we contact you again for more user-testing ( of a different site?)
- 9) Would you like to be contacted when this site is open to the public and available on the WWW?

*Thanks again for your time. Please turn this exit survey in to the receptionist and collect your payment.*