Facilitator Guide

Intro script

- Hello. My name is Maria and I work for Nielsen Norman Group, a UX consultancy and training company. We're currently in the process of making some improvements to our website, so we've recruited you into the study to help us.

- In today's session, I will give you a few activities to do on a version of our website and ask for your feedback. The session will take no longer than 60 minutes.

- As a thank you for your time, [here is / you will receive] [incentive type and amount].

  - Thanks for signing the **consent form**. Just a reminder…

    - Observer — okay with you?

    - Recording — okay with you? (We won't share that recording outside the research team. It's purely for us to re-watch later so we can analyze properly.)

    - Any questions about the consent form?

  - Before we begin, I need you to complete a **consent form**. A few things to make you aware of…

    - Observer — okay with you?

    - Recording if you feel comfortable. This helps us to analyze the data from the session properly. We won't share the recording with anyone else.

    - *Send link to consent form*

- Any questions before we begin? Just a reminder that this session is voluntary. If you need to stop or take a break, please let me know.

- *Start recording*

Checklist

Mention observers and recordings
Send **consent form** link (if not already signed)
Check consent form completed correctly
Start recording
Intro questions
Ask participant to close anything personal or sensitive
Participant to share screen

Introduction questions

Check familiarity with website

- Have you been to our website before?
- When was the last time you visited our website?
- Do you remember what you were doing there?

Introduce usability test script

- I will give you several different activities to do on a version of our website. For each activity, [I'll paste the instructions in the chat feature here/ I'll give you the instructions on a piece of paper].

- Some activities will be short, and some will be longer. Please try to imagine you're doing this in real life, and I'm not there. Try to do whatever you would do normally. If there's a point where you would stop or go elsewhere, please let me know. Once you've finished an activity, please say "I'm done" or "I would stop here."

- If you have questions during the session, feel free to ask, but I might not be able to answer them straight away. I will be taking notes and I'll mostly be staying silent, but I may stop you to ask a question now and then.

- I'll ask you to think out loud as you work. Tell me what you're thinking as you move through the website. If you're reading something, please try to read out loud. If you're clicking on a link, tell me what you're hoping or expecting to find there. If you forget to think out loud at any point, don't worry. I may remind you throughout the session.

- We're not testing you and how much you know about designing websites or our website. We're testing the design. If there's something that you think is confusing, or you're not sure about, that's helpful for us to know, so please tell us honestly what you're thinking.

- Any feedback, both good and bad, is helpful. I will not be offended with anything you share. We just want to improve the design.

- *(If relevant)* Lastly, the prototype I will be giving you today may be limited in some areas. Not every link may work.

- Before we begin, please close, or minimize anything you don't want us to see...

  - *Setup screen sharing*

Test script checklist

How **activities** will be given

Ask for **real behavior**

Can't answer questions

Ask for **think aloud**

Not testing you

All **feedback** helpful

Prototype may be limited

Links

- **Consent form**: [LINK]
- **Prototype**
    - Page 1: [LINK]
    - Page 2: [LINK]
    - Page 3: [LINK]

Tasks

- I will give you your first activity. Before you begin the activity, please read it out loud, just so I have it on the recording.

- Any questions about this activity before you begin?

Task 1	Use the site to see whether there are any UX training courses that you might be interested in taking. Please think out loud as you work and tell the researcher when you're done.
Specific follow-up questions	*Why did you choose this training?* *Is there anything else you'd like to know about this training before you book it?*
Task 2	Use the site to find out what getting UX Certified involves. Once you're done, tell the researcher your answer.
Specific follow-up questions	*Do you have any questions about UX Certification?*

Follow-up questions for all task

- What did you think about doing this activity on the website?
- Was there anything easy or difficult?

End of test questions

- What did you think about using this website to [find training]?
- Is there anything that should be changed or improved?
- Anything else you'd like to share with us about the website you used today?

Closing intro script

[Remind participant how incentive will be delivered, if relevant]

Thank you so much for your time. This has been very helpful for us. You can leave the session now. Thank you again!