

OMB Control No. 0690-0030
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ORR Mobile Site Usability Testing Introduction Script

My name is Mary Evans, and I'm going to be walking you through this session today. Participation in this user testing is completely voluntary.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

We're asking people to try using a prototype of a NOAA website that's designed for use on mobile phones and tablets. We want to see whether the site design we've developed works as intended. The session should take about 20 minutes to half an hour. Participating in this user testing is completely voluntary.

I want to make clear that we're testing the site, not you. If you experience difficulties using the site, it means that we need to make some changes to it.

As you use the site, please think out loud: say what you're looking at, what you're trying to do, and what you're thinking. Doing that will help us see where we need to make changes to the site. I may remind you to do this from time to time.

Because our purpose is to improve the site, we need to hear your honest reactions. We welcome any comments you may have about the site, during or after the test.

If you have any questions as we go along, just ask them. I'll answer them immediately if I can, or after the test. If you need to take a break at any point, just let me know.

Do you have any questions so far?

Before we look at the site, I'd like to ask you just a few quick questions.

First, do you have a mobile phone? Do you use it to browse websites?

[If yes] About how many hours a week altogether—just a ballpark estimate— do you spend browsing websites using your phone?

About how many hours a week altogether—again, a ballpark estimate—do you spend browsing websites related to your work on your phone?

When you visit a website, do you prefer to go straight to the site search to find what you're looking for, or do you prefer to click around and browse to find what you're looking for? (in brief)

Open up product to be tested:

Instructions: Now I'm going to ask you to try doing the specific task that is written on this piece of paper. [Read task description out loud] Just ask if you would like me to repeat the task for you at any time. Again, as much as possible, it will help us if you can try to think out loud as you go along.

Tasks: [Each tester receives and completes one task]

Task 1. You're a firefighter on a HAZMAT team, and you've heard that there's a new version of CAMEO's mapping program. You want to find and download it.

Task 2. You're an incident meteorologist, and you need background information about how NOAA is involved in responding to oil spills.

Please rate your experience with completing the task:

Not Difficult At All 1	Slightly Difficult 2	Moderately Difficult 3	Very Difficult 4	Extremely Difficult 5
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What made the task _____ (insert participant's rating)?

Participant #1: _____ Participant #2 _____ Participant #3 _____

Debriefing

1. What do you think about this site? Is this something you would use?
2. Do you have any recommendations for changes to the way the site looks or works?

END TEST PORTION

Thanks, that was very helpful.

Do you have any questions for me, now that we're done?

Thank you so much for your help today. Your comments will help us create a better website.

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