

Usability Test Script for Amazon.com

Things to while settling in

1. Welcome.
2. Offer water or restroom before we get started.
3. Show participant where to sit.
4. Confirm non-disclosure/consent form has been signed
5. Once settled into places...

Introduction

“Thank you for taking the time to participate in our usability study. From now on, I will be reading from a script to make sure I don’t miss any important details.

I invited you here today so you can help us learn about how people buy AC units for their homes. From now on, I will be recording the screen, including your mouse movements, and your voice. This will ensure that I don’t miss any valuable information as we move through the study. It will also allow those who aren’t able to observe the study, to watch the video later. None of this footage will be used outside of our product team. The information that we do gather will be anonymized so that we can draw general conclusions about the product (and certainly not you!).

There are currently people watching this study from another room. I may check in with them occasionally to ask if they have any questions for you.

I want you to know that I am a researcher and not the designer, so don’t worry about offending me with your feedback. We are testing the product and NOT you. Any and all feedback is helpful for us. Any challenges or problems you observe are a fault of the product and not you, so don’t hold back and be honest in everything you say. Your honesty and openness is what’s most valuable to me.

I ask you to please think aloud. This means speaking what you are thinking as you use the product throughout the study. If you forget to do this, I will remind you along the way because it is just as important for me to know why you’re doing something as the fact that you are doing it.

Do you have any questions before we begin?”

Background questions

“I will now ask you a few background questions to get started. If you are not comfortable answering any of them, just ask to skip that question”

**Questions marked with a star (*) are here to verify the participant is qualified for this study.*

1. What is your profession?
2. How often do you shop online? *
3. Do you have an Amazon.com account? *
4. Are you a homeowner or renter? *
5. How many other adults & children are in your household?
6. How do you currently cool your home?
7. Do you have central air conditioning where you live? *
8. Have you purchase an AC unit in the last year? *

Scenarios

Answers to the indented questions should be observed as much as possible. If the answers are not obvious, then ask the participant in the context of the task.

1. “Please go to Amazon.com. Once there, find an air conditioning unit that would be a good fit for your home and proceed to purchase that unit. I will make sure to stop you before your credit card is charged. If you need to look at a difference website to make your decision, please feel free to go there along the way.”
 - a. Do they have all the information that they need to make a decision? Is there additional information that people need to make their purchase decisions?
 - b. Are there obstacles preventing the participant from making an AC

