

# Usability Test Script for Website User Testing

**Directions and information for the test facilitator are bolded.**

**Everything else you would say out loud to the participant.**

## **[Start]**

Thanks again for taking the time for this! I'll start by asking you a couple of questions, and then I'll have you try out a few tasks on a website. Please remember we are testing out the website not you.

Ready? Great!

## **[Opening Questions]**

How are you doing today?

Do you have any favorite websites that you visit often? Which ones?

Thanks for sharing all that! **[Smile!]**

## **[Tasks]**

Now I'll ask you to complete a few tasks. Can you use your phone or laptop? Either one is OK!

Please share your thoughts and observations as you go – try to think aloud as much as you can. You might not normally talk out loud when visiting websites, so if you go silent, I might nudge you by asking

“What are you thinking?” There are no right or wrong answers – I want to hear what you really think.

**Ok, here's the website to go to:**

<https://www.dylanscandybar.com/>

**[Task 1]** Figure out how much you need to spend before there's no shipping cost on a candy order.

**[Task 2]** Buy a type of candy you really like. Go all the way through the process, but please stop before you put in your payment information.

**[Task 3]** Great, thanks! Now let's say you decided you'd rather visit Dylan's Candy Store in person rather than buy candy online. Find the location of the store that would be most convenient for you.

**[Final Questions]**

Can you tell us a little bit about your experience on this site?

What, if anything, was confusing to you?

Is there anything else you'd like to tell us?

Excellent. Thank you so much for your time today!