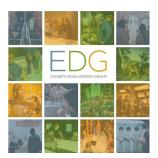# EDG USABILITY TEST SCRIPT

Moderator: Lisa Zampogna and team
Project: Exhibits Development Group
Website: https://exhibitsdevelopment.com

ABSTRACT

EDG is looking to evaluate their website with its intended audiences in order to better understand the degree to which it is meeting their needs, and they want to identify opportunities for improving the website's general usability and accessibility.

EDG ORGANIZATIONAL GOALS

The EDG organizational goal is to get new and returning clients to use their exhibits at their museums, providing whatever assistance they may need.
They want to improve the accessibility of the website for industry professionals so that they are able to successfully sell their products and services.

OBJECTIVES

Test the current EDG website design and identify pain points.
Ideate options for increasing usability and accessibility around client communication lead generation.

RESEARCH GOALS

How do users go about finding information?

What language do users use to communicate what they are looking for?

What hangups do users have while booking exhibits or services?

What information do users need in order to make a decision?

What is the primary deciding factor for museum curators? Is it subject matter or availability?

What do users think about or get from the Dropbox files?

What do users think CultureNut is?

STRUCTURE

Duration: 30 minutes

Location and format: Prime campus, via Zoom

Materials needed: Laptop pen, paper, recording device

Methods used/type of session: Concurrent think-aloud protocol, retrospective think-aloud protocol, participant observation

SCRIPT

Introduction

Hi. My name is Lisa, and I'm going to be walking you through this session today.

I'm asking people to test out a website. The session should take about 30 minutes.

Have you ever done a usability study before?

Here are just a few things to be thinking about--you are the expert today, we are testing the website, not you. You can't do anything wrong here. Also, please don't worry that you're going to hurt my feelings. I didn't create this website. And if you have any questions as I go along, just ask.

As you interact with the website, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking and feeling. This will be a big help to me.

If you get stuck on a task, be sure to express your thought processes out loud. I may not be able to answer your questions at that point, but I can answer them at the end.

Also, just so you are aware, some of my colleagues are here watching this session today as silent observers, they will likely remain silent but may jump in with a question or two at the end.

Starting questions

Before we start, I would love to get to know you a little better!

- Where are you from? Are you in the area?
- Are you a Prime alum?

Request for recording / Consent Form

Thank you for participating in our user research.

We will be recording your session to allow our teammates to observe your session and benefit from your comments.

I am going to read a statement. Can you please verbally agree to the following statements before we continue?

- I understand that my research session will be recorded.
- I grant Prime Digital Academy permission to use this recording for internal use, for the purpose of improving the designs being tested. I understand that recorded assets from this session may be used to support this project in students' publicly available online portfolio of their project work.

    You have my permission to record:

    ___ Screen recording
    ___ Audio
    ___ Camera

    Do you verbally agree to the above?

[---START RECORDING--]

Do you have any questions for me before we begin?

Site introduction, activities, questions

[Send link to user, ask them to share their screen]

Please **click on the link** that I sent you in the Zoom chat and make sure you're **sharing your screen** with me. Without clicking anywhere, give me your **first impressions**.

- What do you think this website is for?

Now go ahead and look around the website and talk out loud, feel free to click on things. [be mindful of time here]

Great, thank you for those thoughts. The purpose of this website is to serve as a hub for the Exhibits Development Group to distribute exhibitions to museums globally.

I will ask you to put yourself in the shoes of different industry professionals and accomplish tasks. A reminder: nothing you do will be perceived as wrong, and remember to express your thoughts out loud.

Scenarios

1. Imagine you are a curator at a science museum and you want to book one of EDGs highly interactive exhibitions. How would you go about this?
2. Imagine you're a vintage collector and you want to buy some unique, one-of-a-kind items to add to your space. How would you accomplish this task?
3. You are a museum curator and an exhibit dropped out last minute. You need to stage something as soon as possible. Find an exhibition that's available in April 2022.
4. You're a visual artist and you've spent the last year creating an amazing exhibition. How would you go about pitching your idea?
5. You are the marketing director at a museum, and your team is short staffed. The team needs to advertise the newest dinosaur exhibit that they sourced from EDG. How would you seek out marketing assistance from EDG?
6. You're on the job hunt. Apply to work at EDG.

Great, thank you for completing those tasks!

Closing and Reflection

I have a few additional questions for you before we wrap up.

Can you go to the home page, check out the navigation bar at the top and tell me what you think you might get when you click on CultureNut.
What three words would you use to describe the website?

If you had a close friend or family member in the art industry, how likely would you be to recommend this site to them on a scale of 1 to 5? Why?

        1 = never
        2 = not likely
        3 = neutral
        4 = somewhat likely
        5 = very likely

On scale from 1 to 5, how understandable was the navigation on this website? Why?

        1 = Very Confusing
        2 = Confusing
        3 = Neutral
        4 = Understandable
        5 = Very Understandable

How do you think the website could be improved?

Is there anything else you'd like to add? Do you have any questions?

Thank you for that. Before we wrap up, I'm going to pause a moment to check with my peers to see if they have any additional questions for you.

Thank the participant and close

Thank you so much for your time. I appreciate your help!

MODERATOR NOTES

EXAMPLES OF FOLLOW UP QUESTIONS

GENERAL

• What did you expect when you clicked that?

• How are you feeling right now?

• How did that make you feel?

• Why are you feeling that way?

• Using your past experiences with websites, how would you approach this?

• If there were a search bar, what words would you search?

• Was there anything on this website that stuck out to you?

PAGE/ELEMENT: CONTACT FORM

When user is stuck at contact form--
• You don't need to fill it out, but do you have any questions about this contact section?
• What would you expect after submitting the contact form?