

Usability Test Script: Dog Adoption Website

Introduction

"Thank you for participating in this usability test! Today, you'll be testing a prototype for a dog adoption website called CityPups. The goal of this session is to observe how you navigate through the website and to gather feedback about the design and usability. Keep in mind, I'm testing the website, not you, so there are no right or wrong actions!"

Explain the "Think Aloud" Process:

"As you go through the tasks, I'd like you to think out loud. This means sharing what you're thinking, why you're making certain choices, and how you feel about the website's appearance and functionality. Your feedback will help me improve the experience."

Pre-Test Questions

"Before we start, I'd like to ask a few questions to get to know you better."

1. Have you ever adopted a pet online before?
2. How often do you visit websites to search for pets or make similar decisions?
3. What's your experience with using websites in general? Would you say you're comfortable navigating online?

Tasks

"I'm going to give you a series of tasks to complete. As you go through them, please think out loud about what you're doing and what's going through your mind."

Task 1: Enter Your Zip Code

"Let's start by entering your zip code to find dogs available for adoption in your area."

- Probe: *What are your first impressions of the homepage? Is it clear what you need to do?*

Task 2: Fill Out the Dog Trait Survey

"Now, please fill out the survey based on the traits you're looking for in a dog."

- Probe: *Was the survey easy to follow? Did the questions make sense? How did you feel about the survey design?*

Task 3: Compare Two Dogs

"Based on your survey results, several dogs will be shown. Take a moment to select and compare two of them and decide which one you would like to adopt."

- Probe: *Was it clear how to compare the two dogs? Did you feel like you had enough information to make a decision?*

Task 4: Select One Dog for the Application Process

“Now, please select one dog to proceed with the application process.”

- Probe: *Did anything about this process feel confusing or unclear? How was the flow of information during this decision-making step?*

Post-Test Questions

“Now that you’ve completed the tasks, I have a few follow-up questions.”

1. **Overall Impression:** How was your overall experience navigating the website?
2. **Appearance:** How do you feel about the appearance of the website? Was it visually appealing?
3. **Functionality:** Were there any areas where the website didn’t work as you expected?
4. **Ease of Use:** How easy or difficult was it to complete the tasks?
5. **Suggestions:** Do you have any suggestions for improving the website’s appearance, layout, or functionality?

Wrap-Up

“Thank you for your time and feedback. Your input is extremely valuable and will help me improve the dog adoption experience!”