

Protocol for Agile Auto Buyer User Testing

Setup and Introduction

Load up the Agile Auto Buyer site in Chrome on either a tablet or a laptop.

When users arrive, greet them and give them 2 handouts -- consent forms and task list-- and ask to take a seat at the computer or tablet.

Then read the following:

Thanks so much for agreeing to assist me in testing this web site.

Please rest assured that the purpose of this experiment is to test the user-friendliness of the site, and neither the testing process nor the results will reflect negatively upon you.

I am simply aiming to identify problems on the site so I can evaluate them and make it a better experience.

Ask users to sign the consent form and direct their attention to the second handout, which is the task list. Then read:

Your feedback is valuable. Please think aloud when working through the tasks, which are printed on the second handout. I will wrap up our session with a few short interview questions.

Ask the users if they are ready to get started. Once they say yes, continue the experiment.

Experiment

Direct the user's attention to the home page. Remind them to speak aloud and explain to you what they are doing.

Ask them to complete the tasks on the task list, starting with the ones listed for this page.

Take notes of what occurs. What is the user saying? Are there any problems?

If the user is stuck on a task, give subtle hints as to how to continue.

If an interesting problem occurs, snap a photo or draw a sketch.

Continue on with the other pages in the task list, keeping the above steps in mind.

Debrief

After the experiment has concluded, ask the interview questions.

Once the interview is complete, thank the user for participating.