Usability Testing Script Example

Introduction

- *Have laptop open to google.com*

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

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re asking people to use AirBnB to book a trip, to help us improve the site. The session should take about an hour.

The first thing I want to make clear right away is that we’re testing the site, not you. You can’t do anything wrong here. There might be times during the test that something may not work and we will need to reset, and that is just the site and not you.

As you use the site, 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. This will be a big help to us. Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, we’re going to record what happens on the screen and our conversation. The recording won’t be seen by anyone except the people working on this project. And it helps me, because I don’t have to take as many notes. If you would, I’m going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

- *Give participant the permission form*
- *START the SCREEN RECORDER*
Pre-Test Questions

Do you have any questions so far? OK. Before we look at the site, I’d like to ask you just a few quick questions.

A. Where is the last place you traveled?
   a. (If never traveled) Where have you always wanted to go?
B. Where did you stay? Hotel, hostel, Airbnb?
   a. (If yes) How did you make your reservation?
C. What do you like to do on vacation? (Suggestions: Sightseeing tours, visit museums, eat)

● Open airbnb.com

Testing Tasks

1. Let’s pretend you are planning a trip to _____(Answer A). How would you find a place to stay using this site?
2. Now let’s say you have a budget of $100 per night. How would you find a place that meets your budget?
3. If you wanted to bring a pet with you, how would you find places that allow pets?
4. Now let’s say you’ve got a place booked, and you want to find something to do while you’re in town. How would you find_____(Answer C)?
   a. (Or) How would you find a food tour in this town?

Wrap Up

Thanks, that was very helpful.

● Prompt notetaker and observer to ask any question they have
● Ask their questions, then ask any follow up questions you have

Do you have any questions for me, now that we’re done?

● Give the participant the incentive
● STOP the SCREEN RECORDER