

By Kristin Wilson



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Example Orientation Script and UX Tasks

This document provides a script that should be read verbatim to each participant at the start of each session. Consider doing one or both of the following:

- Give a copy of the orientation script to the participant for them to read. If it is obvious that the participant will not benefit from having a copy of the script because of any disability the participant may have, you may choose to not give them a copy of the orientation script.
- Read the orientation script to the participant verbatim. If it is obvious that the participant will not benefit from having the script read to them because of any disability the participant may have, you may choose to not read the orientation script.

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UX Orientation Script

[Note: This script is set up for UX testing with a facilitator who leads the session and a note taker/observer. It can be challenging to both lead the session and take notes. If you are testing alone, but doing the session virtually, it can be helpful to record the session, if you participants are comfortable with that. Always ask for their permission to record the session]

Thank you for volunteering to participate in this user experience (UX) testing of this course.

My name is _____ and I will be the facilitator for this session. This is _____, and s/he will observe and take some notes as you navigate the course and may ask some clarifying questions at the end. I'll first just provide you with a little more context on what we are doing here and the procedure for the UX session. To ensure that everyone receives the same information I will read from this script.

During this session, we're going to be observing you as you navigate parts of this virtual course. All of the tasks involve _____ [**for in-person session:** using a computer that is connected to the Internet/**for virtual session:** sharing your screen as you navigate the course]. As you navigate the course, we encourage you to do what you would normally do in any online course that you've taken before.

We hope to learn about how students navigate this course and to test whether it is set-up in a way that makes it easy for students to find what they are looking for. These UX sessions provide us with valuable information on how students use and experience this course, when coming to it for the first time.

As you complete the tasks, 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, what you're thinking, and how you're feeling about it. This will help us better understand your experience. You will be doing some reading – you don't have to read out loud, but please make sure to give us a running commentary about how you feel, or what you think and anything that may be confusing or particularly helpful. I want to emphasize here that **we are observing how the course performs and guides your search, we are not testing you**. If you struggle to find some information, that tell us something important about the website.

During the session we will remain neutral and won't respond positively or negatively to anything that you're saying or doing, as we don't want to influence what you are doing. We want to know how the course organization, structure, and layout guides or confuses students when they are on their own.

If you have any questions as we go along, please go ahead and ask. I may not be able to answer your question fully right away, since we're interested in what 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. If you need to take a break at any point, just let me know.

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After you've gone through the material, I will ask you a set of questions relating to your experience of going through the course. We're doing this to improve our courses, so we need to hear your honest reactions and feedback.

We're going to record this session [audio recording for in-person session and screen recording for virtual session]. The recording will help us, because it means that we don't have to take as many notes during this session. This video will not be shared beyond the 3 of us.

The session is expected to take 30 minutes to complete.

Do you have any questions before we begin?

Example UX Tasks

Tasks that test navigation, findability, and usability. Ask participants to find and use specific and important information in the course.

Findability question format: Imagine you are a student in this course and you want to know _____. Show me where you would go to find this information?

Example findability prompts to insert to question format above:

1. what the grade distribution is for all the assessments in the course.
2. what the first assignment is.

Follow-up questions if you have questions about the findability on a specific page

- a. how will you be graded on this assignment?
- b. when and where can you find out who your group members are?
3. how to get help or your questions answered by the instructor or TA during the term.

Usability question format: Imagine you are a student in this course and you now want to _____. Show me where you would go to find this information?

Note: if usability questions require participants to use an external tool or set-up an account, ensure that they consent to this before the session, but ask them to not set-up the account until

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in the session. This can reveal where students may have questions or need additional instructions around not only using a new tool, but also issues related to creating an account.

Example usability prompts

1. create your assignment using [x tool]. Please follow the instructions to create a blank document using this tool.
2. use the self-directed concept checks to prepare for the quiz. Please go ahead and use the built in interactions on this page.

Post UX follow-up questions

Thank you for completing those tasks. Now we would like to ask you a few more questions to better understand your experience interacting with the course and give you the opportunity to share anything additional thoughts or feelings you have about this course.

1. what did you find helpful when looking for information?
2. what did you find helpful when looking for information?
3. what did you find helpful when using the tools/interactions in this course
4. what did you find unhelpful or confusing when using the tools/interactions in this course?