Consumer Site

Usability Testing Discussion Guide:

Unbranded Participants

Version 10

Version Number	Revision made
1	Initial version
2	Internal UX revisions
3	Internal review revisions
4	Internal review revisions
5	Internal review revisions
6	Internal review revisions
7	Client review revisions
8	Internal UX revisions
9	Internal UX revisions
10	Internal UX revisions

Name: _____ **Date: _____**

1. INTRODUCTION

- If meeting is not recording automatically, start recording meeting.

- Thank you for participating today. Your participation is very important and you may end this at any time.

- The purpose of this discussion is to evaluate a website. We will have 60 minutes for our discussion. Please note that this site isn't exactly a live website, it's more of a prototype. Don't expect to see a lot of colors and imagery, but there will be information and you will be able to click through it.

- During these 60 minutes, we will be recording your voice, face, and activities on the website we will be evaluating. Your thoughts are very important to us so please talk out loud throughout the exercise as you use this website during this discussion.

- Some of the people working on this project are observing this discussion so that they can hear your opinions directly and take their own notes.

- Your identity and anything you say here will remain private. Your name, address, and phone number will not be given to anyone and no one will contact you regarding this study after this is over.

- What you are going to see must remain private. Please do not screen shot or share the content of this website in any way.

- Please turn your cell phone off or set it to vibrate or silent mode so we're not interrupted.

- Most importantly, there are no right or wrong answers. This is not a test of you. This is a test of a website so don't worry about making mistakes. There are no mistakes. We just want to know your opinions on the website you are about to see.

- We want to know about what you truly think. You may be tempted to imagine how other people think or how you friends and family think, but we really want to hear about you. You are the expert here!

- Do you have any questions before we begin?

2. WARM-UP SURVEY (1-3 min)

a. If you can remember, tell me about that last non-social media website you visited?

- Why did you go there?
- Did you find what you were looking for?
- How was the experience?

b. Have you ever been to a website for medication information?
    If yes: Tell me about it.

3. WEBSITE – HOMEPAGE

Today we'll be looking at a website for a medication that treats people with (Kidney Disease). Imagine you are going to this website to learn about the medication.

a. What would be your top three things you would want to find on this medication's website? (Take note of all 3 things)

b. Now let's take a look at the website.

c. Please share your screen.

Mobile: Please touch the screen. A green button that says "share content" should display, tap that and select "website URL." I will tell you the URL to enter, let me know when you're ready. TELL them the URL and password

Desktop: I'm going to send you a URL in the chat. Please click the URL, let me know when you are prompted for the password. When they have the page loaded, TELL them the password

d. Please take a look at the page, but do not click anything yet. Let me know when you are done. Remember to speak your thoughts as you go through the page.

e. What is the primary message you are getting?

f. Without clicking, tell me what would you be interested in clicking first? (Why?)

g. Is there anything here that you don't understand?

4. WEBSITE – NAVIGATION

a. Earlier, you mentioned that would would want to find [the first thing they mentioned]. Show me where you would go to find that. Remember to say out loud what you're thinking and why you are going where you are going. Then, tell me when you're done.

b. Is this what you expected?

c. Walk me through why you thought to go there.

d. Ok. What about [the second thing the participant mentioned]? Show me where you would go to find that. Remember to say out loud what you're thinking and tell me when you're done.

e. Is this what you expected?

f. Tell me why you thought to go there (If they haven't already explained in d.)

5. WEBSITE – CONTENT

a. Thinking out loud, show me where you would look to find the benefits of BRAND, or learn how BRAND could help you*.* (Probe why on their actions)

b. Thinking out loud, show me where you would look to find out if you should take BRAND. (Probe why on their actions)

c. Would you expect to be able to find a doctor on this site? Again, thinking out loud, show where you would look to find a doctor. (Probe why on their actions)
   a. When visitng a site like this, is finding a doctor something you are interested in doing?

d. Show me where you would look to find information about how to get BRAND?
   a. Can you tell me why you thought to go there? (Probe why on their actions)

e. Thinking out loud, show me where you would go to find out what life is like once you are on BRAND. Let me know when you're done.

   a. Does this match the information you expected?
      If no: What would you have labeled that link?

   b. Is this information helpful to your understanding what life would be like on BRAND? (Why?)

f. Thinking out loud, show me where you would go to find information about DISEASE STATE. Let me know when you're done

   c. Does this match the information you expected?
      If no: What would you have labeled that link?

   d. In your trying to learn more about DISEASE STATE for yourself, does this help you? (Why?)

g. What type of information would you expect to find under "About BRAND?"

   a. Please click it to expose the menu.

   b. Does this match the information you expected?
      If no: What would you have labeled that link?

    c.   Do any of these items interest you?

    d.   What would you expect to find under "Sign up for more info?"

    e.   Can you tell me about some of the other email lists you are on? Take me through why you signed up. (Are you on any email lists? Why did you sign up?)

h.   What information would you expect to find under "Starting BRAND"

    a.   Please click it to expose the menu.

    b.   Does this match the information you expected?
         If no: What would you have labeled that link?

    c.   Tell me what you think about these items. Do any of these items interest you?

i.   What information would you expect to find under "Staying on BRAND?"

    a.   Please click it to expose the menu.

    b.   Does this match the information you expected?
         If no: What would you have labeled that link?

    c.   Please click on "Tips for Managing Treatment:" Take a look at the page, and walk me through what you're thinking as you go through. Let me know when you're done.

    d.   What do you think about this information? (Why?)

    e.   Is there anything missing from this page?

j.   What information would you expect to find under "Community and Resources?"

    f.   Please click it to expose the menu.

    g.   Does this match the information you expected?
         If no: What would you have labeled that link?

    h.   What do you think about this information? Do any of these items interest you?

6. WHAT IS BRAND

If user is not on the homepage, ask them to go to the homepage

a.   Let's look at the button that says, "What is BRAND." Describe what you expect to find if you were to click that?

b. Please click it and look over the entire page and speak your thoughts out loud as you're looking at it. Let me know when you're done.

c. Does this match the information you expected?
If no: What would you have labeled that link?

d. What do you think about this information? Is this information helpful? (Why?) Probe on presentation of data, use of charts etc.

e. Is there anything missing from this page?

f. Is there anything that can be removed to increase your understanding of this page?

g. Now that you have seen this page, tell me what you would do do next.

h. (If they don't mention the end of page CTAs) Tell me what you think about this button at the bottom of the page. (probe)

i. Please go to the homepage (If they struggle, probe)

7. WEBSITE WRAP UP

a. Overall, what do you think about this website?

b. On a scale of 1 – 5, 1 being not useful to you and 5 being very useful to you, how would you rate this site? (probe on why)

c. If you were the designer of this site, describe how you would design this website.
   • would you do anything differently?

d. Is there anything else that should be included in this site that you don't see?

8. PATIENT STORIES

Now we are going to look at an entirely different website. I will send you a link in the chat, let me know when you see it.

a. Please interact with just this page as you would on any web page like it for a few minutes. You may click on its content. Let me know your thoughts as you go through it, and let me know when you're done.

   a. Probe: If they don't use the carousel: Did you notice there was a carousel?
   If yes: Why didn't you interact with it?

   b. If they click a particular video, ask: Why did you choose to watch that video?

   c. If they don't click anything, probe on why.

b. Overall, what do you think about this page?

c. If you were the designer of this page, would you do anything differently?

9. INTERVIEW WRAP UP

Thank you again for your time. I'm just going to check with the team to see if they have any questions.