Script for Usability Test of Video

Introduction

My name is Anne Moore and I am a student in ENGL 5181 Writing User Documents. Thank you for agreeing to help me today by usability testing my video on Google search tips. First, I will ask you a few background questions. Next, you will watch a 7-minute video. Then I will record your face, audio, and the screen in Zoom and take notes while you perform some sample searches in Google. You may view the video as many times as you like and stop and start it as needed to help you through the tasks. While you work through the tasks, please speak out loud what you are trying to do and your experiences as you go through the steps. Throughout the test, you may ask questions, but you will work independently. The usability test should take around 20 minutes of your time. I will ask a few questions about your experience at the end of the usability test.

Informed Consent

The recording and my notes are just to help me improve the video. I will not share your name or any other identifying information with anyone else. All of our interactions will be kept confidential. Do you have any questions? Do you consent to continue with the test?

Before we begin the usability test, I will ask you a few preliminary questions that I am asking all of the participants:
Pre-test Questions:
1. On average how much time do you spend per week searching the web?
2. What type of computer are you using today? Mac or PC?
3. What browser will you use today?
4. What search engines do you use?
5. Which search engine do you use the most?
6. How would you rate your web searching skills on a scale from 1 to 5 with 1 being that you have trouble finding what you are looking for and 5 being extremely proficient at finding what you are looking for?
7. Did you know that Google has advanced search capabilities? Yes/No
8. If yes, which of them have you used?

9. Have you participated in a usability test before?
    a. If so, what were you testing and how long ago was it?
    b. If not, what do you think a usability test is?

Now we will conduct the usability test…
Do you have any questions before we begin?
Now you are going to watch the video and then try to perform several searches in Google based on what you learned. It is important for you to say your thoughts out loud while you are working because it gives me an idea of what you are thinking when you are doing the tasks and whether or not the video was effective. You may replay the video and start and stop it as much as you like.

Usability Test Tasks:
1. View the video once through.
2. Open your browser to Google.com.
3. Quickly find a definition for the word expeditious.
4. Search for the smallest dog breed in the world.
5. Search for the best vacation spots this year in the **title** of Google results/pages.
6. Find how fast a jaguar (animal) can run. Eliminate results for cars.
7. Search for a YouTube video on hedgehogs.

Now that you have completed the tasks, I have some follow up questions to ask:

1. How was the pace of the video?
2. How was the audio quality?
3. How was the video quality?
4. What improvements should be made in the video?
5. Do you think you will use these techniques on your own?
6. What did you learn that was new to you?
7. Are there other search refinements you have needed in Google that I might cover in the video?

Thank you for your time! The video will be greatly improved because of your feedback.