

USABILITY TEST SCRIPT AND TASKS: ORDERING PIZZA ONLINE

Use this task sheet to take notes as you observe the study. There's no need to take detailed notes, you will be able to review the study after it is recorded. Make sure to review this script before you start so you are familiar with the content.

● INTRO

Hi [PARTICIPANT NAME]. My name is [YOUR NAME], 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 try using a web site that we're working on so we can see whether it works as intended. The session should take about 45 minutes. 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. In fact, this is probably the one place today where you don't have to worry about making mistakes.

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.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it 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.

● INFORMED CONSENT

If you're okay with this, please indicate so by reviewing and then signing the informed consent form.

[HAVE PARTICIPANT SIGN INFORMED CONSENT FORM]

● PRE-TASK QUESTIONS

Before we get started I have a couple of questions:

- Have you ever ordered pizza online?
- If not: why haven't you ordered online?

- If so: was it for delivery or pick up? Why did you pick it up or why did you have it delivered?
- What did you order?
- How would you describe your experience?

● ICE BREAKER

We are ready to get started so go ahead and launch the web browser and go to Google, and then search for pizza in your zip code.

Tell me about the experience of using Google and browsing the results.

- Are you able to find what you need?
- Is there a pizza place close by?
- Is it the type of pizza you like?

● TASK 1

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are bunch of people at this party and you need to order 3 pizzas. They are:

- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza, because you want some variety.

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

● TASK 2

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

● TASK 3

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

● CLOSING

That concludes the task portion of our discussion. Do you have any other thoughts or questions before we wrap up? If not, thank you for participating in our study today. Your input has been really valuable and will help us to create a better experience for Papa John's customers.