

ASOS.COM

Usability test discussion guide

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SUMMARY

This document is a **usability test discussion guide** intended for **ASOS** website [<http://www.asos.com/>] and it should be used as a guide to prepare and conduct the test session. It should be used as a script, checklist and reference for the testing team. The purpose of this document is to give a structure and all the guidelines necessary to each member of the team to conduct the testing. The final aim of this document is to collect the data, process them through an analysis to finally come to a list of usability improvements for the website.

The document includes the following parts:

- **Preparation**
A start kit before to begin the test session.
- **Introduction**
A description of the session to read to the participant and the request of consent to record.
- **Opening interview**
A list of warm-up questions to introduce the participant to the test and to obtain relevant information that can help to build a background of the user.
- **Task scenarios**
The main part of the test composed by 5 activities intended for the participant to do on the website.
- **Closing interview**
Final questions to close the session and to collect any other useful information from the participant.
- **Task scenarios [print copy]**
The list of the 5 activities without the solutions to print and give to the participant.

PREPARATION

Please ensure the following are in place before conducting the test:

- **ASOS** website [<http://www.asos.com/>] is bookmarked on the browser
- A copy of the recording permission form for the participant to sign
- A copy of the task scenarios list to give to the participant (please, see the end of this guide - p.10)

INTRODUCTION

- **Before the participant arrives:** web browser should be open on Google or some other 'neutral' page, to avoid any kind of distractions for the participant.
- **When the participant arrives:** welcome her/him and start the following introduction.

Below is the introduction text to read to the participant:

Hi, [participant name]. My name is [interviewer 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 website that we're working on so we can see whether it works as intended. 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, so 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.

Also, there are a few people from the web design team observing this session in another room. They can't see us, just the screen. If you're happy to go ahead with this, 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 her/him a **recording permission form** and a **pen**.
- After she/he sign it, thank her/him and start the **screen recorder** and the **microphone**.

OPENING INTERVIEW

Do you have any questions before we start?

[Answer to any questions]

Below the warm-up questions to ask to the participant:

Before we look at the **ASOS** website, I'd like to ask you a few questions:

1. What is your current occupation?
2. Can you describe me what your typical day is like?
3. What do you like doing in your spare time?
4. How many hours a day, approximately, do you spend using the internet?
5. What's the split between browsing, email and social media? Just a rough percentage.
6. Do you have any favourite website? Or any website that you visit more frequently than others?
7. Have you previously visited the **ASOS.com**?

Thank you _[participant name]_. The questions are finished, now we can take a look at the website.

- Open the website (asos.com) by clicking on the link previously added as a bookmark
- Ask to the participant the following

Please, take a look at the homepage and tell me what do you think about it. As I said before, there are no wrong answers here. Feel free to scroll the page, but please don't click any link yet.

1. Can you tell me what is your first impression?
2. What do you think you can do here?
3. What do you think the website is for?
4. Who is it for?
5. Are there anything else catches your attention?

[Leave enough time to the participant to reply, no more than five minutes]

Thank you. Very helpful.

TASK SCENARIOS

Now, I'm going to introduce you 5 activities to complete on the website. For each one I'll give you a printed copy that describes the task and I'll read it out loud. Before starting, please wait until I finished reading. Please don't use the search field to complete the activity. In this way, it'll be easier for us to understand how well the website is working at the moment.

Feel free to click on any link that you think will be helpful to complete the activity. Again, there are no wrong answers here. As much as possible, please tell us out loud your experience while navigating.

- Give the **printed copy of the first task scenario** to the participant and start to read it out loud.
- **Leave enough time** to the participant to complete each task, or until she/he seems to be in difficulty.
- **Repeat the two steps above** for each task or until time runs out.

TASK SCENARIO 1 - PURCHASING

It's springtime and you'd like to take the most from this season, walk more and enjoy the sunlight. You're looking for a comfy pair of shoes good to walk around the city. How do you find it out on the website? Please avoid using the search bar.

Answer: Navigation bar > click on "Women"/"Man" > click on "Shoes" > click on "Trainers"

TASK SCENARIO 2 - GIFT VOUCHER

The birthday of your friend is near and you think that an **ASOS** gift voucher of £30 is a good idea for a present. Please add it on your basket.

Answer: Navigation bar > click on "Gifts" > click on "Gift vouchers" > click on "Buy now" > Select "£30"

At this point stop the participant: thank you, you can stop at this stage.

TASK SCENARIO 3 - CUSTOMER SERVICE

You're looking for specific information that you can't find on the website and you'd like to contact a member of **ASOS** staff directly to help you. How do you get in contact with them?

Answer: Topbar > click on "Help & FAQs".

TASK SCENARIO 4 - TRACK ORDER

You already made your purchase on **ASOS** and you're waiting for your order. Where do you go to check where is your pack at the moment?

Answer: Navigation bar > click on Profile icon > "My Orders" > "Where's my order"
or Footer > click on "Track order" > "Where's my order".

TASK SCENARIO 5 - RETURNS

You're buying a pair of trousers and you're not sure about the size. Before purchasing the item you'd like to know more about the return, how will you find out this information without using the search bar?

Answer: Navigation bar > click on Profile icon > click on "Returns information".

Thank you, that was very helpful.

CLOSING INTERVIEW

We're almost done, I have some final questions and remarks for you about the testing session. Then we will do a short recap and you are free to go.

Below the closing questions to ask to the participant:

1. How did you feel about the tasks? Were they difficult to do?
2. Was it easy to find what you were looking for?
3. What did you like about the website?
4. What didn't you like about the website?
5. How helpful was the navigation bar? [show what is the navigation bar]
6. How helpful was the footer? [show what is the footer]
7. How helpful were the different sections on the homepage?
8. If you had the opportunity to change anything to the website, what would you change?

Thank you `_[participant name]` very much for your time and for attending this usability testing session. You helped us enormously understand the usability of **ASOS** website and thanks to your answers we'll be able to improve it. As previously stated, you will be compensated for your time.

Is there anything you would like to ask me about today's session?

- Tell the participant **how and when** they will be **compensated**
- Stop the recording and **save the file** as follow: `[yy-mm-dd-hh-user-code-]asos-usability-test.mp4`
- **Thank the participant** and escort them out

TASK SCENARIOS

[copy to print, cut every scenario on the dashed line and give it to the participant one by one]

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