

Appendix C7 - Usability Testing Guide

Usability Testing Guide

Introduction

Web browser should be open showing Google.com tab.

Have a second hidden tab open with Tesco.ie.

Ensure you are logged in and have a delivery day chosen.

Hi [*participant name*],

Thank you for participating in today's session. My name is [*facilitator name*], and I will 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.

We would like to improve users experience on tesco.ie website, make the website more intuitive and pleasant to use.

One important point I'd like to make is that we are evaluating this website, but not testing you in any way. If you run into problems, those reflect the design of the website, not your skills or abilities. Your comments are very important to us. So, we ask you, to give us your honest opinions (both good and bad) of what you see. Don't be shy. Because we are not responsible for the design of this website, we won't take any of your feedback personally, either positive or negative.

Consent Form

With your permission, I'm going to record what happens on the screen and our conversation. The recordings will only be used for this project. The data from this study will not be used for any other purpose. Your full name will not be associated with the recordings or any other data collected during the session.

Please read and sign this consent form, which states that you give us permission to record your screen activity and your voice.

Hand user consent form. Allow user ample time to fill out completely

Turn on screen recorder

Priming Activity

Can you tell me a bit about yourself. What do you do for living? What are your hobbies? Do you like to cook?	
In the pre-questionnaire, we asked you to imagine that: <i>“Your friend is coming over this weekend, and you are going to prepare a dinner. What main course would you like most to cook for them, what bottle of wine would you choose to have, and what would you serve as a desert?”</i> Do you remember your choices?	

Main Course

- Stuffed Chicken
- Turkey meatballs
- Chickpea bean stew
- Roasted Pepper and Chorizo Salad

Wine

- Rioja
- Merlot
- Sauvignon
- Pinot Grigio

Dessert

- Ice Cream
- Frozen Desserts
- Pie
- Cake

Homepage Tour

We will now begin the test. Please open the tesco.ie tab, and have a look at the homepage. You can scroll if you want, but please don't click on anything yet. Can you tell me your first impressions: <ul style="list-style-type: none">● What can you do on this site?● What products or services are offered on this site?● Who is this site intended for?● Are there particular things which catch your eye?	
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Introducing Activities

There are a number of activities to be completed on the site which I will ask you to do one at a time. I'm going to read each of them out loud and give you a printed copy. Again I would like to stress that we're testing the site, not you. You can't do anything wrong here.

For thinking aloud participants

During this session, I'd like you to think aloud. In other words, tell me what you are thinking, describe the steps you are taking, what you are expecting to see, why you are doing what you're doing, and so on. Your comments are very important to us. So, we ask that you to give us your honest opinions (both good and bad) of what you see. Don't be shy.

Activities

Read the first activity aloud and give them its print version

Answers if Participant asks for help:

"Where would you click in this case?"

"How do you think that would work?"

"How might you get assistance to figure this out?"

So you are having your friend over for this weekend and you need to buy some things for the dinner. Please attempt the following tasks:

1 <i>Find a recipe similar to the one you would like to make for your friend</i>	
2 <i>Add the first 3 ingredients into your shopping basket</i>	
3 <i>Get a bottle of wine similar to the one you decided on</i>	
4 <i>How about dessert? Get the dessert you decided on</i>	
5 <i>For snacks get a 250G box of Jacob's Italian Cracker Lightly Salt</i>	

<p>6</p> <p><i>Swap the bottle of wine for something similar but at half price offer at the moment</i></p>	
<p>7</p> <p><i>For the cleanup after, buy the following cleaning products:</i></p> <ul style="list-style-type: none"> • <i>a 780 ml bottle of Fairy Original Washing Up Liquid</i> • <i>1 Medium box of Marigold Extra Life Kitchen Gloves</i> • <i>a 9 pack of Cushelle Quilted Toilet Rolls</i> 	
<p>8</p> <p><i>Check how much it cost?</i></p>	
<p>9</p> <p><i>Why not add another bottle of that wine you got on offer</i></p>	

Additional Activity

Give it to participants in case they don't use multi-search tool in the first activity.

<p>10</p> <p><i>Please find the Multi Search box and buy the following items:</i></p> <ul style="list-style-type: none"> • <i>1 L carton of Avonmore Milk</i> • <i>100g Kenco Smooth Instant Coffee</i> • <i>A 12 pack of free-range eggs</i> • <i>A pancake ready-mix</i> 	
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Questionnaire

Please complete the post-test questionnaire. This questionnaire will help us gain some value information regarding your overall thoughts on the usability of this website.

Open SUS questionnaire
<https://docs.google.com/forms/d/e/1FAIpQLSeWMI2tLOBxqHomTQ94lyvhRD7PxdSoq-S6C4s8kSVj23iyVQ/viewform>

Stop the screen recorder and save the file

Thank you. The test is now complete.

Post-Session Interview

1. So to wrap up could you tell me your overall impression of the website?
2. What did you find most useful about this website?
3. What did you find least useful about this website?
4. Do you have any final comments or suggestions or questions for me?

Activities (Participant's Copy)

So you are having your friend over for this weekend and you need to buy some things for the dinner. Please attempt the following tasks:

#1 Find a recipe similar to the one you would like to make for your friend

#2 Add the first 3 ingredients into your shopping basket

#3 Get a bottle of wine similar to the one you decided on

#4 How about dessert? Get the dessert you decided on

#5 For snacks get a 250G box of Jacob's Italian Cracker Lightly Salt

#6 Swap the bottle of wine for something similar but at half price offer at the moment

#7 For the cleanup after, buy the following cleaning products:

- *a 780 ml bottle of Fairy Original Washing Up Liquid*
- *1 Medium box of Marigold Extra Life Kitchen Gloves*
- *a 9 pack of Cushelle Quilted Toilet Rolls*

#8 Check how much it cost?

#9 Why not add another bottle of that wine you got on offer

You're sorted! Go to check out and wait for the facilitator directions.

Additional Activity

#10 *Please find the Multi Search box and buy the following items:*

- *1 L carton of Avonmore Milk*
- *100g Kenco Smooth Instant Coffee*
- *A 12 pack of free-range eggs*
- *A pancake ready-mix*