

NSCAD | Class 1 | Website User Test Script

Institution	NSCAD
Course	Intro to Interactive Design
Class	Oct 1
Project	Website User Test Script
Grading	5% of course
Final Work Due	Nov 7 @ 9 AM ATL email to adamoutsidethebox@gmail.com

Introduction

Congratulations! You just landed a new client. They want you to redesign their website. Unfortunately they are completely not sure what changes to make. That's OK because you already have an answer to that problem: "Let's ask your customers." You devise a smart user test that will not only identify current issues, it will also help you test the new website you will build for them in the future.

Directions

- Decide which website you want to test (must be a large known business website).
- Develop a User Test Script to test how effective the website is. Use template and samples provided. Modify document details as needed.
- User test must take maximum 20 minutes to execute and must include pre-test, post-test, and minimum 3 activities related to website goals.
- Execute and score your teammate through the user test

Deliverables

1. Determine minimum 3 most important goals for the website
2. Develop user test script including
 - a. Pre-test and post test to evaluate change against goals above
 - b. Minimum 3 activities to test the goals
3. Bonus: Identify 3 ways to improve the website directly based on user test results.

Evaluation schema provided on the next page.

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Your Name	
Teammate	
Website Tested	

Evaluation: 5% of total course grade

Deliverable	% Worth	Criteria
Goals	15%	1. Achievable 2. Relevant to website / business 3. Measurable
Step 1: Pre-Test	15%	1. Clear directions 2. Relevant to goals 3. Easy to score for users
Step 2: Test Goal A	15%	1. Clear directions 2. Relevant to goals 3. Accurately measure goal success 4. Easy to score for test administrator
Step 3: Test Goal B	15%	1. Clear directions 2. Relevant to goals 3. Accurately measure goal success 4. Easy to score for test administrator
Step 4: Test Goal C	15%	1. Clear directions 2. Relevant to goals 3. Accurately measure goal success 4. Easy to score for test administrator
Step 5: Post-Test	15%	1. Clear directions 2. Relevant to goals 3. Easy to score for users
How teammate scored your effort	10%	Score between 1 to 5 (highest) for: 1. Personal effort 2. Team cooperation 3. Quality of work
Bonus: Identify 3 improvements	+10%	1. Achievable 2. Relevant to website / business 3. Measurable
Total	Max. 100%	
Final student grade		