

Project 1

Usability Test Script

Thank for helping out today.

Scheduled session to last approximately 60 minutes.

Explain setup and how session will work before we start.

I am responsible for conducting customer research on the Ryanair website. We are trying to identify issues which could be fixed to make the website easier to use. To do that we are talking to people like you. Based on your feedback, we are hoping to pinpoint areas for improvement.

Let me explain the setup:

I will be asking questions and talking you through the test. John will be observing and taking notes. We have a camera and microphone to record what you do and say. The session will be recorded for note taking purposes but will not be seen by anyone outside of the team. The session is divided into two parts. First I will ask you some questions about your experience booking flights in general and I will then ask you to perform a few tasks on the Ryanair website and ask you some questions as you go along.

A few things to keep in mind:

The session is called usability test – we are not testing you, we are testing the website. There are no right or wrong answers or trick questions. We are not trying to catch you out in any way. If you do come across problems, it is not your fault – it's the software's fault. The more problems you find, the better we can fix them.

Please be as candid as possible. If you don't like something or think it's silly – please say so. You won't hurt anyone's feelings. I haven't been involved in the design of any of these screens.

As you navigate around the website, whatever is going through your head – please verbalise it. We want you to think aloud but it helps us write better notes. Please approach things slightly slower than you normally would as if you work around the site too fast we might not be able to take notes quick enough. I'll remind you to think aloud and slow down throughout the session.

Finally, please feel free to ask any questions that you like – it is a great way for us to understand your thoughts but in order to keep the test as realistic as possible, I may not always answer your questions. Thank you for understanding.

Do you have any questions before we begin?

Before we start using the website, I'd like to ask you some simple background questions:

What is your occupation?

Where do you live?

How do you access the internet?

Do you own a laptop or desktop computer?

Do you have broadband?

Do you use apps on your phone?

If so, what sort of apps do you use?

What type of travelling do you usually do? Business or leisure?

How frequently do you fly?

Where do you fly to?

How do you usually book your flights?

Do you usually book on your phone or laptop/desktop?

For the purpose of the test, we will assume the following:

You live in Antrim

You're planning a getaway to the sun over the 12th July fortnight

You think Malaga in Spain could be the place for you

You're off work 8th-22nd July

Your first choice is to fly out on the first Thursday of the holiday but you're not too constraint to dates

So, what we want you to do is book a flight from Belfast International Airport to Malaga using Ryanair departing first Thursday of the break and return 3 days later for 2 people with 1 piece of hand luggage and no particular seats.

Please show me what you would do.

Observe walkthrough.

At the end of the walkthrough, ask:

Overall, what did you think of that experience?

Was there anything you particularly liked or disliked?

Anything you expected to see but you didn't?

Anything you were surprised to see?

Move onto second part of test:

For this part, you want to take the same trip but fly from Dublin instead of Belfast International Airport.

Please walk me through how you would do this.

Observe walkthrough.

What did you think of that experience?

Anything you particularly like or dislike?

Anything you expected to see but didn't?

Anything you were surprised to see?

Thank you for your time.