INTRODUCTION
Introduce user to the test and help set them at ease.

Narration:
Hi, _____. My name is _____, and my colleagues are_____, and we are going to be walking you through this session today.

During our session, which shouldn't be longer than 30 minutes, we will have you use a website and provide feedback, so we can improve its user engagement and satisfaction. I want to make it clear right away that we're testing the site, not you. There are no wrong answers.

It would be helpful for us if you could verbally process as much as possible, so that we can get a better understanding of your thought process. Remember, we are doing this to improve the site, so we need to hear your honest reactions and opinions.

[If participant seems confused about Think Aloud protocol provide window example]
Think Aloud provides a glimpse into how someone completes a task. For example, If I asked, "How many windows are in your house?" most people silently think about and respond 10. What we are asking you to do today is tells us how you arrived at your answer. This might be saying "There is two windows in the kitchen, five in the living room, and so on".

If you have any questions, just ask. But try and answer your questions intuitively, we are interested in learning how people use the website when they don't have someone to help them. We can always answer the remaining questions at the end of the session. If you need to take a break at any point, just let me know.

Obtain permission to record session.
Narration:
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 four of us working on this project.

After recording starts.
Thank you for giving us permission to record the session. The recording will only be seen by the people working directly on this project. [Confirm that recording captures verbal permission]

Pre-test demographic questions
What is your age? And current education level?

On a scale of 1-5, how would you rate your comfort using the internet?

On a scale of 1-5, how would you rate your familiarity with university websites?

HOMEPAGE TOUR

Narration:

> The first task is a quick exercise, about two minutes, to explore your first impressions of the site.
> Please explore the homepage and look around without clicking on any of the links.
> Just tell us your first impressions and what comes to your mind.

Give users a few minutes to explore before asking questions. Prompt for Think Aloud while participant reviews the homepage.

- What do you think about the overall design? Is it accessible?

- What's the first thing you notice?

- What can you do on this site?

- What products or services are offered on this site?

- Who is this site intended for?

Notetaker focus - Does the site provide useful content while delivering the client's message? What do they not notice or don't have access to?

SCENARIOS AND ACTIVITIES

Moderator reads the scenario and task aloud to the participant, while the note taker observes completion rate and completion time.

Narration:
Now I'm going ask you to try doing a few specific tasks to examine how well the site works. Please try to think out loud as you go along with each task.

Scenario 1: Find the UCCS College of Engineering and Applied Science page from search engine. *

Use the scenario language when talking to the guest. **(Change: Find if UCCS page will show up on the first page while searching for engineering schools in Colorado.)**
You begin your college search by looking up universities in Colorado with engineering programs. Find if UCCS is on the first page of your search.

Task 1: Find if UCCS has an engineering page from your search engine.

Solution: Search for the College of Engineering and Applied Science at UCCS > Scroll for site

Completion rate (Y\N)
Completion time:

Notetaker ask question and then fill out form. SEQ survey: https://forms.gle/oBLL3Jbsm3ZDpJnW7

Scenario 2: Look for a mechanical engineering program at UCCS.
You found the UCCS Engineering program. You are wondering if there is a mechanical engineering program.

Task 2: Find out if UCCS has a mechanical engineering program.
Solution: Top of EAS Home Page > Degrees & Programs > Bachelor's Degrees and Minors > Mechanical Engineering > Learn More

Completion rate (Y\N)
Completion time

Notetaker ask question and then fill out form. SEQ survey: https://forms.gle/oBLL3Jbsm3ZDpJnW7

Scenario 3: Locate the contact information for the mechanical engineering program assistant.
You are interested in the mechanical engineering degree at UCCS but want to learn more information about it and talk to someone in the department.

Task 3: Find the email of the mechanical engineering program assistant.

Solution: Top of Department of Mechanical and Aerospace Engineering page > About > Staff > Stephanie Vigil (mae@uccs.edu)

Completion rate (Y/N)

Completion time

Notetaker ask question and then fill out form. SEQ survey: https://forms.gle/oBLL3Jbsm3ZDpJnW7

Scenario 4: Look for admissions criteria for the mechanical engineering program.
You are looking for specific admissions criteria for the mechanical engineering program to see if you qualify for the program.

Task 4: Find what GPA and SAT/ACT score is required for admission into the mechanical engineering program at UCCS.

Solution: Navigate back to EAS home page > Bachelor's Degrees and Minors > Mechanical Engineering > Learn More > Admissions Requirements > Admissions Criteria

Completion rate (Y/N):
Completion time:

Notetaker ask question and then fill out form. SEQ survey: https://forms.gle/oBLL3Jbsm3ZDpJnW7

Scenario 5: Deciding to apply to the EAS college at UCCS.*
Is there a different application for Mechanical compared to undergraduate?
You have decided that UCCS is a good fit for you, and you want to apply.

Task 5: Find the application for attending UCCS.

Solution: Admissions & Aid (in navigation) > Apply to UCCS > First-year Application

Completion rate (Y\N)
Completion time

Notetaker ask question and then fill out form. SEQ survey: https://forms.gle/oBLL3Jbsm3ZDpJnW7

POST-TEST INTERVIEW

We are finished with the tasks portion of the session and now have a few questions about the websites design.

Website design questions:

- Did you find what you needed easily for each task?

- How do you feel about the website's design?

- What did you feel was missing from this site to complete each task?

- Any last thoughts?

SUS Survey

Thank you. We are almost finished with the session. The last item is a brief survey asking for rated responses to the website's functionality. Please click on the Google Survey link to begin.

SUS survey: https://forms.gle/4tJECyd99Et1niF9A

Thank the participant.
Narration:
Do you have any questions for me now that we're done?

Thank so much, your help is greatly appreciated and has provided wonderful insight into user engagement and satisfaction.

POST-INTERVIEW NOTES

After each test session
Any interesting moment stand out from the session?

List the three most serious usability problems you noticed.