

Sample Facilitation Script

Thank you for coming in today. My name is _____ and I work for _____. Thank you for helping us with this research study.

I will be giving you activities to do on the website and asking you to work through them. The purpose of doing this is to understand how we can make the website easier to use. Getting feedback from you really helps us with that.

I want to make it clear right away that we're testing the website, not you or your performance. 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. We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. Your honesty will help us improve our website.

Our session today will take no longer than _____ minutes.

We'll be videotaping the session. The data is only used for our internal design purposes. Please take a few moments to review this consent form and let me know if you have any questions.

I'm going to take notes as you work and be quiet most of the time. I may ask for clarification from time to time. But most of the time, I will be listening for your comments. Sometimes I might direct you to a different place on the website, or start a new activity before you complete the one you are working on. This is part of the process.

I will give you the activities one at a time. Work at your own pace. Go as far as you would if you were alone. Do what you normally would do if I was not here. When you complete an activity, say, "I'm done" or "task complete."

If, at any time, you'd like to take a break please let me know.

To help us learn, please tell me what you are thinking as you navigating or clicking through the website. If you are reading anything on a page, please read some of it out loud so I know what is interesting to you.

Tell me if anything comes to mind that you don't understand or that you think is easy to understand, or that you like or dislike.

If you have questions at any time, please feel free to ask. I might not be able to answer right away, because I don't know the answer or don't want to influence you. So I might ask if we can wait and talk about it at the end of the session.

Any questions before we start?