

B|P Moderator Script [Sample]

Client: Sample
Project: Acme.com Usability
Date: Friday, December 02, 2005

Introduction (3 minutes)	
Goal	Moderator
Greeting	Hi, this is ____ from Bolt Peters calling in regards to the online and telephone interview. Do you have time to participate right now?
Overview and permission to record	<p>Before we get started I would like to tell you a little bit about what we are doing today. We're collecting feedback on the new Acme site from the user's point of view. I'll ask you some questions and then watch you use the Acme site. I'll also--with your permission--record the session. We'll use the recording only for this study, and we don't use your name. Is that okay?</p> <p>The session will take about 45 minutes. When we're done, we'll send you a \$75 Amazon Gift Certificate. Any questions so far?</p>
Ethnio setup	<ul style="list-style-type: none"> I'm going to have you join the online study right now. Do you have Internet Explorer ready? When you're ready I have an address to read off to you. Please enter www.ethnio.com. I'll spell that out for you. That's W-W-W dot E-T-H-N-I-O dot com. Let me know when it's loaded. Click <i>on the study labeled '<AcmeXX>.'</i> Do you see the instructions on the screen now? Let me walk you through those. Do you see right below your address bar where it says 'This site might require the following ActiveX control: Ethnio from Bolt Peters, click here to install?' Ethnio is a small application that will let me see what is on your screen for the duration of our conversation today. Go ahead and click there to install. Now click on the Install ActiveX control, and when you are prompted with 'do you want to install this software,' go ahead and click 'install.' This is just a small piece of software that we will be uninstalling completely at the end of the interview (we won't be capturing any additional data outside this session).
Free to speak your mind	Your job is really easy, you just have to be yourself and act as you naturally would. I don't work at Acme and I did not design this application. I'm a third-party interviewer/researcher. Please be honest with your positive and negative thoughts. Nothing you say will hurt my feelings. Now, I may interrupt you from time to time, to ask you additional questions, and to save time.
Transition to background questions	While that's loading, I'm going to ask you a few quick background questions.

Paste info from recruiting matrix below:

Background: User Goals and Expectations Consumer (5-10 minutes)			
#	Goal	Moderator	Participant
1.		<p>Can you tell me a little bit about your occupation?</p> <p>For confidentiality purposes, do you work for a company in the media (video, picture or music) sharing industry?</p>	
2.	General background	<p>First, I'd like to learn what you're looking for on this web site. Discuss:</p> <ul style="list-style-type: none"> ▪ What brought you to Acme? ▪ What is Acme? What does it allow you to do? 	List passionate tasks and goals:
3.	Are they getting what they expected?	What do you expect from Acme?	
		<p>Have you installed Acme?</p> <p>[If yes] Tell me a little bit about the installation process you went through:</p>	

Task set up (2 minutes)			
#	Goal	Moderator	
4.	Set up think-aloud	<p>Next I'd like to have you use different parts of the Acme site to do some of the things you told me about earlier, almost pretending that I'm not here with you on the phone.</p> <p>Let me know before you click on something, and in general, go ahead and "think aloud" as you use the application today. For example, if you are reading something read it out loud and feel free to say anything that comes to your mind as you read - for example "that's interesting" or "what in the world are they talking about?" Also, talk out loud while you're doing a task, so I can understand what you are thinking and doing. If you get to a point where you would naturally stop working, let me know.</p>	

		I'll let you decide when your task is complete, whether you find what you are looking for or not. Just tell me when you're finished. Do you have any questions before we continue?
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Sign-up Tasks – Consumer (10 minutes)			
#	Goal	Moderator	Participant
5.	Evaluate passionate tasks	<p>[If they have used Acme.com before] For the purpose of this study, let's go ahead and go through the sign-up.</p> <p>Tell me a little bit about what you expect(ed) to happen when you click(ed) ____.</p>	
	Email verification step	<p>What's this email verification step about?</p> <p>Is this what you expected?</p>	

Tasks – Consumer (10 minutes)			
#	Goal	Moderator	Participant
6.	“Out of box” experience	<p>What did you expect the first time you came to Acme.com?</p> <p>Here in this introduction, what kind of information are you looking for?</p> <p>What would you expect if you clicked on learn more about Acme?</p>	
7.		<p>Let’s say you wanted to get support information. Where would you go to find that?</p>	
8.	Can they share what they want to share?	<p>If you wanted to share this with a friend or family member where would you go to do that?</p>	

Wrap-Up (2 minutes)			
#	Goal	Moderator	Participant
9.	Likes and dislikes	What did you like and dislike about the site you interacted with today?	
10.		What would make you want to share more videos?	
11.		How often do you think you will use Acme.com in the future?	
12.		What else would you like Acme to do that it doesn't currently do?	

That does it for us. Thank you for your feedback. Let me just verify the address where you would like the gift certificate sent.

After the call

Close Ethnio, Open Ethnio again, Enter new study name [all lowercase and without spaces] and click start to start the next session.

To speed up analysis time (while fresh in memory)

- Review notes above and clarify/elaborate where needed
- Summarize key finding/recommendations from this user
- Adjust script or procedures as necessary