



Haggadot.com

USER TESTING PLAN

INTRODUCTION

Thank you for coming in today. I wanted to give you a little information about what you will be looking at, and give you time to ask any questions you might have before we get started.

Today we are asking you to serve as an evaluator of a Web site and to complete a set of tasks. Our goal is to see how easy or difficult you find the site to use.

MY ROLE:

I am here to record your reactions and comments of the Web site you will view. I will be taking notes and observing your interaction with the site as well.

During this session, I would like you to think aloud as you work to complete the tasks. I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to happen.

TEST PARTICIPANT'S ROLE:

- Today I am going to be asking you to complete a series of tasks on the site. These activities are about how easy we have made it for people to use the site.
- There is no right or wrong answer. If you have any questions, comments or areas of confusion while you are working, please let me know.
- If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know. I will ask you what you might do in a real-world setting and then either put you on the right track or move you on to the next scenario.
- As you use the site, please do so as you would at home or your office.
- I may ask you other questions as we go and we will have wrap up questions at the end.

Do you have any questions before we begin?

PARTICIPANT INFORMATION

Name:

Age:

Religious Affiliation:

TEST ONE: NEW USER ONBOARDING

SCENARIO:

In anticipation of the upcoming holiday, you were discussing your family's Passover plans with your parents over dinner. After leaving dinner, your mom emailed you a link: "www.haggadot.com" and asked you to "check it out."

TASK ONE: **What do you think is the purpose of this site?**

TASK TWO: **Does it offer any service?**

TASK THREE: **You've decided you like this site and want to use the service—try to create an account.**

TASK FOUR: **You're unfamiliar with this site and may want to learn more about how it works, follow the tutorial to help get you started making your first Haggadah.**

TASK FIVE: **[Dashboard]**

TASK SIX: **[New Haggadah]**

TASK SEVEN: **[Name and Template Category (Liberal)]**

TASK EIGHT: **[Collaborators]**

TASK NINE: **[Add Clips]**

TASK TEN: **[Download Payoff]**

TASK ELEVEN: **[Back to Dashboard]**

TASK TWELVE: **[Start exploring]**

POST TEST SURVEY

WHAT IS YOUR OVERALL IMPRESSION OF HAGGADOT?

WHAT IS YOUR IMPRESSION OF THE EDIT HAGGADAH FUNCTIONALITY?

[SEE EXAMPLE A]

WHAT IS YOUR IMPRESSION OF OUR ALTERNATIVE EDIT HAGGADAH FUNCTIONALITY?

[SEE EXAMPLE B]

WHAT DID YOU LIKE MOST ABOUT HAGGADOT?

HOW FREQUENTLY WOULD YOU USE THE SERVICE HAGGADOT OFFERS?

IF YOU WERE TO DESCRIBE THIS SITE TO A FRIEND IN A SENTENCE OR TWO, WHAT WOULD YOU SAY?

DO YOU HAVE ANY OTHER FINAL COMMENTS OR QUESTIONS?
