Sample Moderator Script - WWF

http://www.worldwildlife.org

Pre-test Interview

1. Tell me about your interest in environmentalism and nature conservation.
2. Have you visited any websites dedicated to environmentalism, nature or wildlife conservation recently?
   a. [if yes] Tell me what you were looking for.
3. Do you follow these or similar organizations on social media?
   a. [if yes] Which ones? What social network?
4. Have you ever donated to a nature or environmental organization?
   a. [If yes] Which one(s)? What motivated you to donate at that point?

First Impressions & Expectations

Bring user to http://www.worldwldlife.org

At this point I'd like to get your feedback on a website. Tell me your first impressions of this page. Feel free to scroll around, but don't click on anything yet.

Follow ups:

1. Whose website is this?

2. Who is this website for?

3. What would you expect to learn from this site?

4. If you came to this page for the first time, what would you do first?

5. Without clicking on it, tell me what you would expect to be under each main heading.

   a. Species

   b. Places

   c. Our Work

   d. How to Help | Donate | Adopt

Tasks

The number of tasks completed by each participant may vary by individual, but will focus mainly on exploring the findability and usefulness of content. Task scope and order may be adjusted during testing to obtain as much feedback as possible. Tasks may be skipped if participants cover a topic in free exploration or another task.

Participants who attempt to use search will be instructed to find information using the navigation.

Tasks Intro

At this point, I'm going to ask you to look for information using this website. I'd like you to read each scenario out loud, let me know if you have questions, and then try to find the information as if you were doing this for real.

Task 1: Our Work

You're interested in learning about whether WWF has any initiatives related to global warming.

[Success path: Our Work>Climate]

Follow-Up Questions:

a. Tell me what you thought about finding this information.

b. What are your impressions of this page?

c. What would you do first if you came to this page on your own?

d. What could you do from here?

   [probe on scrolling nav]

e. Is anything missing that you would want to know about?

Task 2: Species

You have heard Polar Bears are suffering from climate change. Learn about whether Polar Bears are currently endangered.

[Success paths:
Species>Endangered species> page 2 or
Species>Polar bears>Threats]

    a. Tell me what you thought about finding this information.

    b. [if they follow path 2] Can you find a list of all the endangered species WWF has information about?

        a. How is this list organized?

    c. What is the difference between a species being endangered vs. vulnerable?

    d. What would you do if you wanted to see what other bears WWF is involved in protecting?

    [Success path: Species>View Species>Search or Browse All Species]

Task 3: Places

Find a map of all the key locations where WWF is involved.

[Success path: Places or Places>View All]

    a. Tell me what you thought about finding this information.

    b. What would you do if you wanted to learn more about key issues WWF is involved with in Madagascar?

    [Success path: Madagascar > Threats or What WWF is Doing]

Task 4: Donate

Your niece loves animals, and you are looking for a birthday gift for her. What options are available at WWF?

[Success path: Donate > Gift Center or Adopt]

    a. Tell me what you thought about finding this information.

    b. How would you purchase a gift? [stop at checkout]

    c. What would you do if you wanted to make a monthly donation in addition to buying a gift for your niece?

    d. If you entered your credit card information here, would you purchase the gift as well, or would you also have to go through a separate checkout for that?

Task 5: Tours

A friend told you that WWF offers wildlife photo tours. Photography is one of your hobbies, so you want to learn more.

[Success path: Places>Travel with WWF>Tours by Type>Photo]

    a. Tell me what you thought about finding this information.

    b. Learn more about the India trip

    c. Are you seeing all the information you'd want to know about a tour? Is there anything missing?

Final Interview

Overall Feedback

1. Tell me what you liked and disliked about using this website.

2. Was the design of the website appealing or not? Why or why not?

3. If you could change one thing about this website to make it easier for you to use, what would it be?

4. Is there any information that you couldn't find today that you would want to know about?
5. At this point, do you have any concerns that haven't been addressed by the information we reviewed?
6. Do you have any other feedback about the site that we haven't talked about?

System Usability Scale

Participants will complete standard questionnaire through an online form, using a 5 point scale (from strongly disagree to strongly agree).

1. I think that I would like to use this website frequently.
2. I found the website unnecessarily complex.
3. I thought the website was easy to use.
4. I think that I would need the support of a technical person to be able to use this website.
5. I found the various functions in this website were well integrated.
6. I thought there was too much inconsistency in this website.
7. I would imagine that most people would learn to use this website very quickly.
8. I found the website very awkward to use.
9. I felt very confident using the website.
10. I needed to learn a lot of things before I could get going with this website.