Beta Test Form

Test Website:_____

Test Facilitator(gives the test):_____

Test Subject(takes the test:_____

Instructions:

1. **Come up with your own interview questions for section 2 before starting the interview.**

2. **The facilitator will conduct the opening interview in Section 1 and record the notes and answers to questions separately.**

3. **The facilitator will then ask their own interview questions and have the test subject navigate the site in section 2 and record the subject's answers there.**

4. **The subject will then navigate the site on their own and answer the survey questions in section 3.**

5. **Turn this form and a copy of any notes and answers from the Section 1 opening interview to the instructor.**

Section 1: Scripted General Interview
<u>**Facilitator will ask these questions(or others).**</u>
<u>**The facilitator will record the answers and notes separately.**</u>
<u>**Turn this form and a copy of any notes and answers to the instructor.**</u>

1. Have you ever seen this Web site before?
2. Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.
3. Without clicking on anything yet, please describe the options you see on the home page and what you think they do. Feel free to move around the page, but again I'll ask you not to click on anything right now.
4. Without clicking on anything yet, if you were exploring, what would you click on first?
5. What do you think is the purpose of this site?
6. Who do you think this site is intended for?
7. What is the website about?

End Section 1

Section 3: Site Specific Interview

The facilitator fills out this section.

Facilitator: Ask the beta tester 3 specific questions about the site.
They should be your own questions that that would be relevant for your specific site.
Example from a bowling equipment site:
Would you be comfortable ordering bowling equipment like shoes and bowling balls online?

Question 1:

Answer 1:

Question 2:

Answer 2:

Question 3:

Answer 3:

Facilitator: Ask the beta tester to navigate to a specific area. Observe and make notes.

End Section 2

Section 3: Survey Questions

<u>The test subject fills out this section</u>.

What are the main goals of the site? Check all that apply.

❏ Product Promotion or Sales
❏ Entertainment
❏ Education
❏ Information(Corporate information, etc.)
❏ Other

How well was the information organized?

What information or feature was emphasized the most in this site?

List what screens were confusing and why.

Characterize the overall look and feel of the site.

What would you change?

List any spelling errors or typos. List by screen and paragraph.

How interesting, entertaining and or useful did you find this site?

What were your favorite parts and why?

Where did you spend the most time and why?

Where did you spend the least amount of time and why?

What needs improvement?

Is there anything that you feel is missing on this site?

Were there any inaccessible areas?

Name three words or characteristics that describe this Web site.

Please rate the following from 1 to 5. Circle your answer.

1. Able to complete tasks as requested

Frustrating 1 2 3 4 5 Easy

2. Able to navigate through the site

Confusing 1 2 3 4 5 Very Clear

3. Overall look and feel of site

Not pleasing 1 2 3 4 5 Pleasing

4. Relevance of site images to content

Not relevant 1 2 3 4 5 Relevant

5. Relevance of site content (text)

Not relevant 1 2 3 4 5 Relevant

6. Overall ease of use

Confusing 1 2 3 4 5 Very Clear

7. Overall page layout and organization

Confusing 1 2 3 4 5 Very Clear

8. Was the site inviting to use?

Not inviting 1 2 3 4 5 Inviting

9. Were the naming and labeling of links clear?

Confusing 1 2 3 4 5 Very clear

10. Would you recommend this site to a friend?

Never 1 2 3 4 5 Absolutely

11. The homepage is attractive.

Disagree 1 2 3 4 5 Agree

12. The site has a good balance of graphics versus text.

Disagree 1 2 3 4 5 Agree

13. The colors used throughout the site are attractive.

Disagree 1 2 3 4 5 Agree

14. The typography (lettering, headings, titles) is attractive.

Disagree 1 2 3 4 5 Agree

15. The homepage's content makes me want to explore the site further.

Disagree 1 2 3 4 5 Agree

16. I can get to information quickly.

Disagree 1 2 3 4 5 Agree

17. It is easy to remember where to find things.

Disagree 1 2 3 4 5 Agree

18. The homepage is attention-getting.

Disagree 1 2 3 4 5 Agree

19. Screens have the right amount of information.

Disagree 1 2 3 4 5 Agree

20. The site's content interests me.

Disagree 1 2 3 4 5 Agree

21. The site's content would keep me coming back.

Disagree 1 2 3 4 5 Agree

22. The site reflects progressive, leading edge design.

Disagree 1 2 3 4 5 Agree

23. The site is well suited to first-time visitors.

Disagree 1 2 3 4 5 Agree

24. The site is well suited to repeat visitors.

Disagree 1 2 3 4 5 Agree

25. The site has a clear purpose.

Disagree 1 2 3 4 5 Agree

End Section 3

END TEST

For further Info:
http://www.usability.gov/templates/