General introduction

Hi ____,

Thank you again for taking the time to participate in this study. Before we begin, I'm going to give you a brief overview of the test and how it will work. We're working with the Bar Council on designing a new website, and want to test these new designs with real users first, before building the site. By doing so, we hope to ensure it's as usable and intuitive to navigate and complete tasks as possible. This will take about 20-30 minutes to finish.

This session is pretty straightforward – I'll be giving you three quick tasks to complete and then asking questions as we go along. Before I tell you the task, I'll be giving you a little bit of context behind it, such as why you might be doing it and what you hope to achieve with the task.

Please note that the prototypes are static and not fully functional.

It's really important to know that we are only testing the site, not testing you. You can't do or say anything wrong here. Please feel free to let me know at any time if there's something you like, dislike, if you're confused, etc. I promise you won't hurt my feelings.

Also, I'd like you to "think aloud" as much as possible. By that, I mean that I'd like you to speak your thoughts as often as you can. For example, you may be looking at a page, suddenly see something you didn't see before and want to click on it. In that case, saying something like "this caught my eye so I'm going to see what it is" would be very useful.

We need to record this session to help with our research - please let us know if this is an issue.

If at any point you have questions, please don't hesitate to ask. Do you have any questions so far? Ok, Let's get started.

Warm up question to put users in the state of mind

Tell me about the last time you visited the Bar Council website? How often do you visit and what are the main reasons for doing so?

Task 1: Finding a resource - desktop

User needs to navigate from the homepage to resource lib to resource detail page. (via nav - media & campaigns - or via homepage link) They then download pdf file- this marks the completion of the task.

- How was the experience of using the Bar Council website to complete this task?
  - What are your thoughts on the language used on website elements?
  - How was it to navigate?
    - Did you have a preferred way of navigating?
  - What are your thoughts on the design and layout?
    - Was it obvious what was a resource?
- [Internal] How long did it take the user to complete this task?
- [Internal] Note observations

Task 2: Finding a resource - mobile

User needs to navigate from the homepage to resource lib to resource detail page. (via nav - media & campaigns - or via homepage link) They then download pdf file- this marks the completion of the task.

- How was the experience of using the Bar Council website to complete this task?
  - What are your thoughts on the design differences between mobile and desktop?
  - How was it to navigate?

- - - ■ Did your preferred way of navigating on mobile change from desktop?

      ■ Was it intuitive?

    ○ Did you notice any other way of reaching the resource?
  - Was this how you expected to find a resource?
  - [Internal] How long did it take the user to complete this task?
  - [Internal] Note observations

Task 3: Finding an event- desktop

User needs to navigate from the homepage to event listing to event detail page. (via nav - training and events - or via homepage link) They then book a ticket- this marks the completion of the task.

- How was the experience of using the Bar Council website to complete this task?
  - Could anything have made it easy to find?
- What are your thoughts on the design and layout?
  - How do you feel about how event information was presented?
- [Internal] How long did it take the user to complete this task?
- [Internal] Note observations

Task 4: Finding an event- mobile

User needs to navigate from the homepage to event listing to event detail page. (via nav - training and events - or via homepage link) They then book a ticket- this marks the completion of the task.

- How was the experience of using the Bar Council website to complete this task?
  - Did your way of using the site on mobile change from desktop?

- ○ What are your thoughts on the design differences between mobile and desktop?
- Was this how you expected to find an event?
  - ○ Did you notice any other way of reaching the event?
- [Internal] How long did it take the user to complete this task?
- [Internal] Note observations

Task 5: Subscribing to newsletter - desktop

User needs to navigate from the homepage to event listing to event detail page. (via nav -media & campaigns - or via homepage link) They then subscribe to newsletter- this marks the completion of the task.

- How was the experience of using the Bar Council website to complete this task?
  - ○ Are you aware of the newsletter(s) the Bar Council offers?
  - ○ Was it clear where to sign up for the newsletter?
  - ○ How easy or difficult did you find the process of signing up?
  - ○ Was this how you expected to sign up for a newsletter?
- [Internal] How long did it take the user to complete this task?
- [Internal] Note observations

Overall questions:

- What did you like most about using the Bar Council website?
- What did you like the least?
- Did the experience feel cohesive?
- What, if anything, surprised you about the experience?
- What, if anything, caused you frustration?
  - ○ Did anything distract you from your tasks?

Please rate out of 10, with 10 being the highest - feel free to add any extra comments.

- How easy or difficult was it to navigate the Bar Council website? (Ease of use)
- What are your thoughts on the design and layout of the Bar Council website? (Design)
- How would you describe your overall experience with the Bar Council website? (General satisfaction)
- [Internal] How long did it take the user to complete this task?

Text and imagery used in the prototype designs are for placeholder purposes during testing only, so do not require feedback at this stage.

Self notes:

- Are there any features they completely ignore?