# Remote moderated study scripted version

## Introduction

"Hi [participant name], my name is [moderator name]. Thank you so much for taking the time to participate in this study. Today we're going to be lookin at a new version of the [name] software. The goal is to make sure wants to make sure that it is easy to use for people such as yourself.

The session today will take about an hour. I'll give you some tasks, and ask you some questions about these tasks. I'm very interested in your honest feedback. I am the UX researcher who's running this study. I didn't design the software so you won't be making me overly happy or hurting my feelings with any feedback you have. I just want to get as much feedback from you as possible to inform the designers.

I also want to make it clear that we are not testing you or your knowledge at all. If you have trouble with the software, it's not your fault!

It will be very helpful if you could talk out loud as you are completing these tasks, and explain to me what you see and whether anything is confusing or not as expected. You don't need to talk me through the steps of what you're doing. For instance, I don't need to hear you say: "Now I am clicking the Next button" since I can see that. Instead, I'm interested in for example, as you're viewing a new page: "Ok, on this page, I am a little confused. I was expecting to see something where I could select my choice, but it's not there." Or: "I like the size of the pictures. They are large enough to see what they are about but not so large that they take up the whole screen."

Today we'll be using a prototype for a new design. The link that we shared with you is a link to that prototype. Not everything is working, for instance, if you click on something and nothing happens, that's because it was not implemented in the prototype. When that happens, we'll just talk through it together.

As you were told when you signed up for this study, we will record this session, both your screen and your webcam. We're only recording this for internal use. We may want to go back and look at some details after our session is over, or we may want to show a particular issue to the internal team so they can understand how they can improve the software. Are you ok with this?
[participant acknowledges]. Ok, I'll start the recording now.

We also have some observers with us today. They are listening in because they are interested in your feedback. You won't see or hear them, and you can just pretend they're not there; that it's just you and me having a conversation.

Just as a quick check, I can see your screen and your webcam, and you can see my webcam, right? [participant confirms]

Before we get started, do you have any questions for me?

## Warm-up
Ok, let's start with a few questions. When you shop for clothing or shoes, do you only shop for yourself or for others in your household?
[participant answers]

Ok. Do you shop online? How often? Why?
….

## Task 1
Now let's start the first task. Open the prototype and have a look at the page. Take a minute to look at the page and tell me what you're thinking and feeling as you're looking at the page.

[participant answers]

Topics for task 1:
Do they spend time on the carousel?
Do they scroll down? If yes, how far? How fast (are they scanning or reading)?
What would they be most likely to click on? Why?

## Task 2
Ok, let's move on the next task. Imagine winter is coming and you'd like to buy a coat for yourself. You'd like to buy a blue coat. Using the site, search for blue coats.
…

## Additional tasks
…

## Post-session questions
Ok. I just have a few more questions about your overall experience with this site today, and then we're done.

What did you like most about using this site?

…

[additional post-session feedback questions]

## Wrap-up

Again, thank you so much for your time and your feedback today. It is very much appreciated!

[End of session]