Website UX Interview

*Hi [person], my name is — from FeverBee, glad you could find the time for this interview.*

*In this interview, we’re investigating the user experience of [community]. We’ll go through some test scenarios using the website on desktop while thinking out loud and recording your screen. I’ll also ask some accompanying questions.*

*I’d like to emphasize that we’re not testing you or your abilities but instead, we focus on the website experience. If you don’t want to keep participating at any point, you can withdraw from the interview. Does that sound good?*

*Could you make sure that you don’t have any personal information visible that you don’t want to share while we record the session? You can do this by opening a new browser window.*

***PRESS RECORD,***

*Is it okay to record this session?*

*Before we get to the tasks, I’m going to ask you some briefing questions:*

* *I would be interested to know, How did you learn about [community]?*
* *How familiar are you with the [company] website and its services?*
* *Any other favorite websites where you read similar blogs or use relevant services? How do they stand out from [company]?*

*Let’s go through some test scenarios now.*

*When you’re doing the task scenarios, I’d like you to do two things.*

***First****, I’d like you to think out loud what you’re doing, thinking, and feeling. So for example “I’m trying to find an answer to my question, I don’t know where to go. I’m confused”.*

***Secondly****, when you feel like you’re done with the task in the scenario, say “I’m done”.*

*Are you ready to start?*

*When you’re ready,* ***share your screen.***

**Tasks:** *PASTE IN CHAT AND READ:*

*Task 1 - Solving A Common Problem*

*Imagine you are struggling with [problem] and want to find a solution. How would you go about solving that problem?*

*(follow-up) Why did you go there vs. [community/other channel].*

*(follow-up) If you didn’t find the answer, what would you do next?*

*(these follow-ups can apply to most tasks below)*

*Task 2 - Discussion Page*

*Imagine in the above task you landed on a question from Google but it didn’t answer your question, what would you do next?*

*Task 3 - Getting Advice*

*Imagine you want to know [best equipment/setup] to use to [achieve goal], how would you go about doing that in the community?*

*Task 4 - Getting Latest Information*

*You want to find the latest information/documentation about [products], how will you go about doing that?*

*Task 5 - Feedback*

*You’ve noticed a product issue you want us to improve. How would you let us know about it?*

*Task 6 - Connections*

*You want to find some peers at your level you can have private discussions with, where you would go for that?*

*Task 7 - Top Members*

*You’ve noticed some members are part of an insider program and you want to know if it’s worth joining. How would you go about finding the answer?*

**Wrapping up**

*Is there anything else you would like to tell us? (all feedback is anonymous)*

*That’s all the questions I had, thank you for your time. Are there any questions you have for me?*

*I wish you a pleasant rest of your day!*

*PERSONAL NOTES:*



