

Test Script

Introduction:

Imagine you are on the search for a mouthwash to improve your oral health.

Tasks:

- 1. Go to [URL] and look at the homepage.
Tell us about your overall impressions.**
- 2. Find a mouthwash product that matches your preferences.
Talk us through what you're looking for.**

Probe: Is the information clear?

Rating: On a scale of 1 to 6 (*1 being the lowest and 6 being the highest rating*) how do you rate the experience?

- 3. Go back to the homepage.
From there, find information about the importance of mouthwash on your oral health. Talk through what you're learning.**

Probe: Is the information clear?

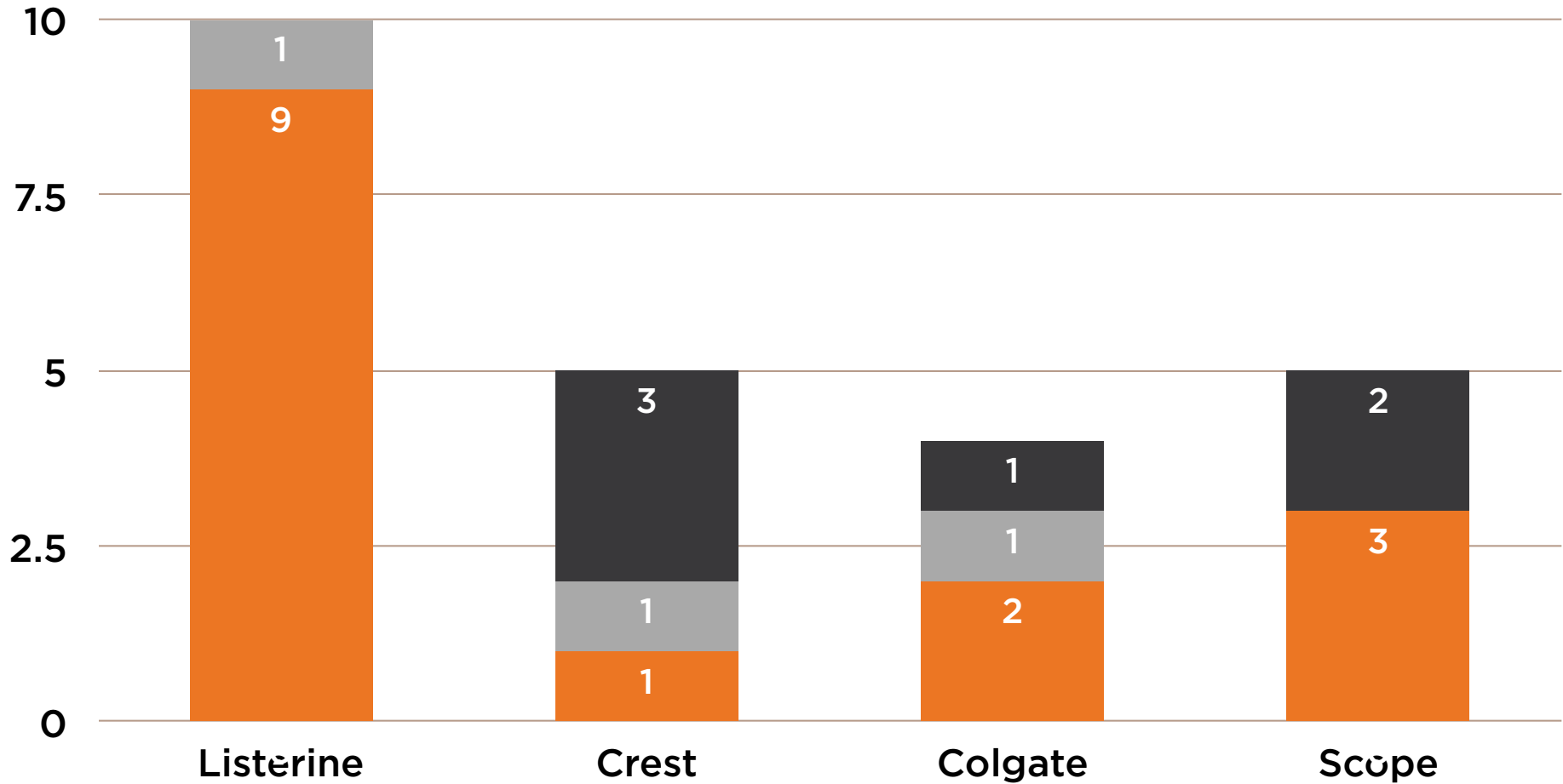
Rating: On a scale of 1 to 6 (*1 being the lowest and 6 being the highest rating*) how do you rate the experience?

USABILITY TEST REPORT

Usability in numbers - Tangible Results

	Efficiency		Effectiveness		Satisfaction	
	Average Task Completion Time In Seconds	Total Successes	Total Falls	Average Rating on a scale from 1 to 6	Participants on task	
Totals	93	4	1	4.4	5	
Listerine	167	0	3	1.0	3	
Crest	113	0	5	2.6	5	
Colgate	53	0	4	2.4	4	
Scope		1				

Homepage Sentiment



Likes: professional, appealing informative, appealing challenge creative, look and feel, bright and bold, product categories, color (purple), exciting, fresh, challenge, product categories, colour, organization, challenge, product categories, colour, fresh, welcoming, challenge, product categories

Dislikes: too centred, use all real estate, colour

Likes: colour
Dislikes: Listerine's better, font too small

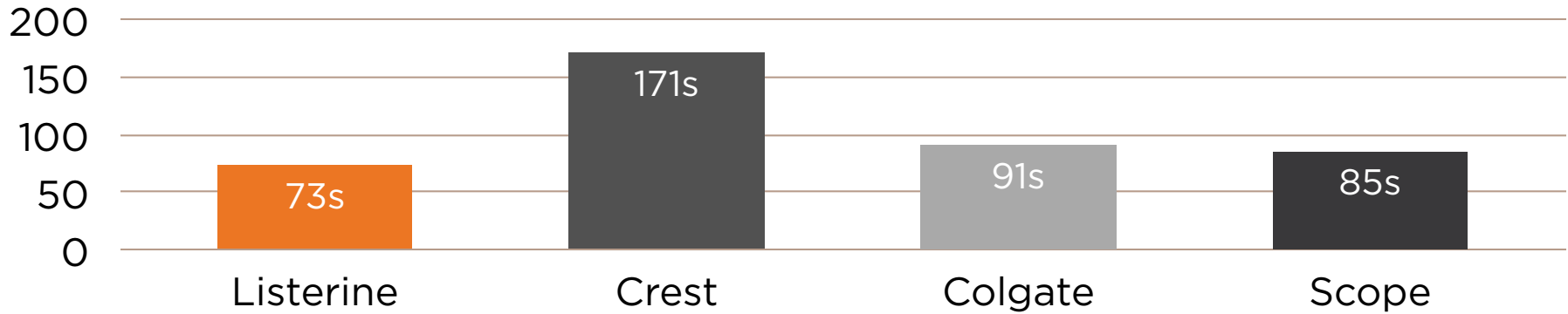
Likes: product lineup, useful
use of real estate, rotator mega menu

Dislikes: confusing, mega menu overwhelmed, colour, product at bottom distracting, imagery, product images, noisy

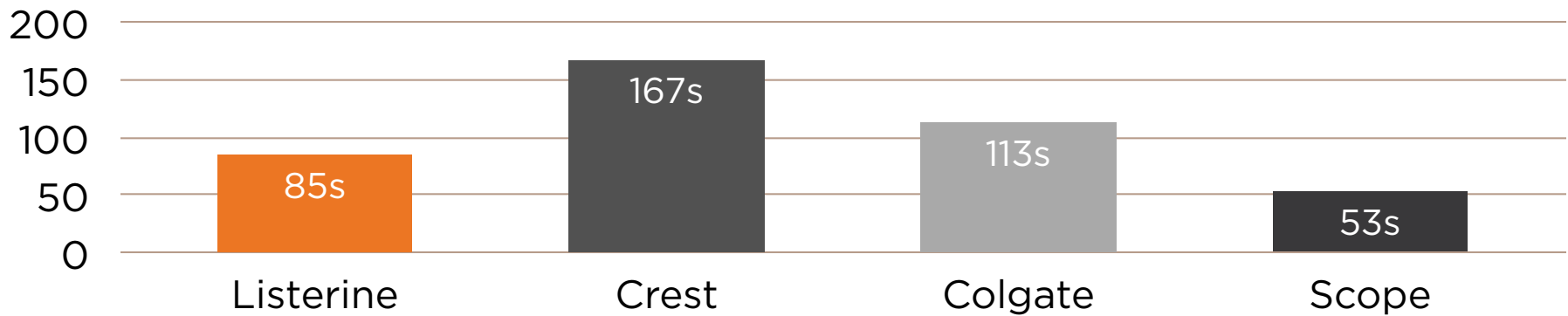
Likes: imagery, social media icons, top nav, social media icons, imagery, layout, use of real estate, layout

Dislikes: empty space (sides), professionalism, lack of flash everything, thinks it's an alcohol brand site, picture, disconnect from product

Find a Product



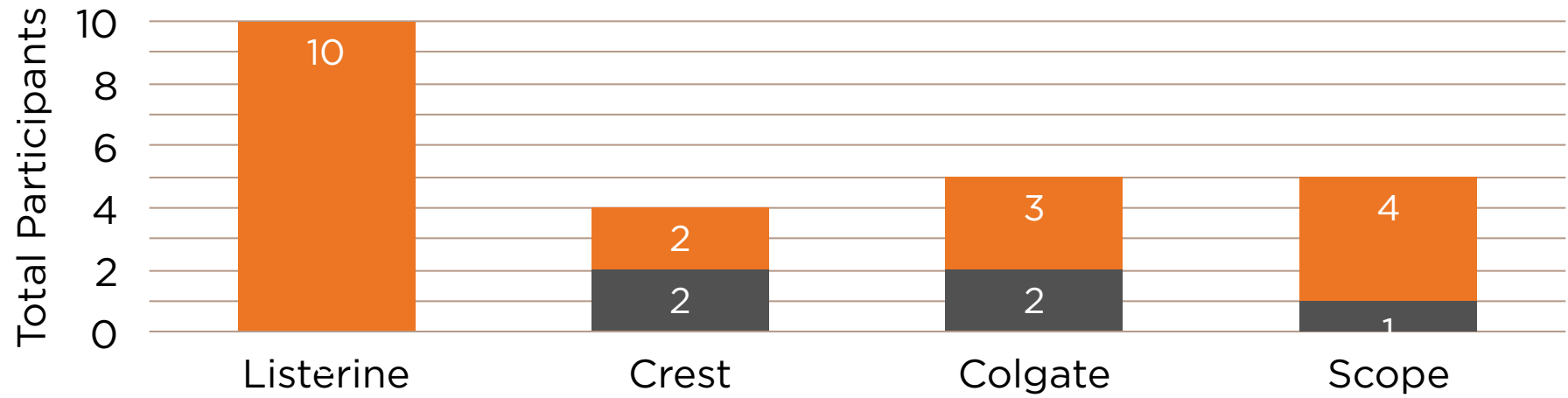
Find Mouthwash Information



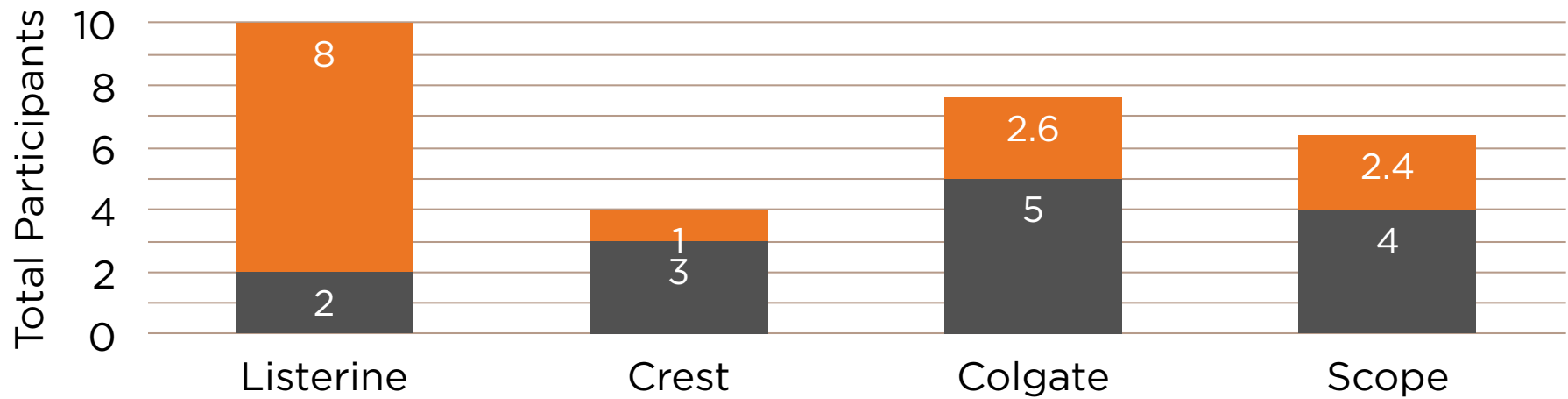
Efficiency

Time on Task

Find a Product



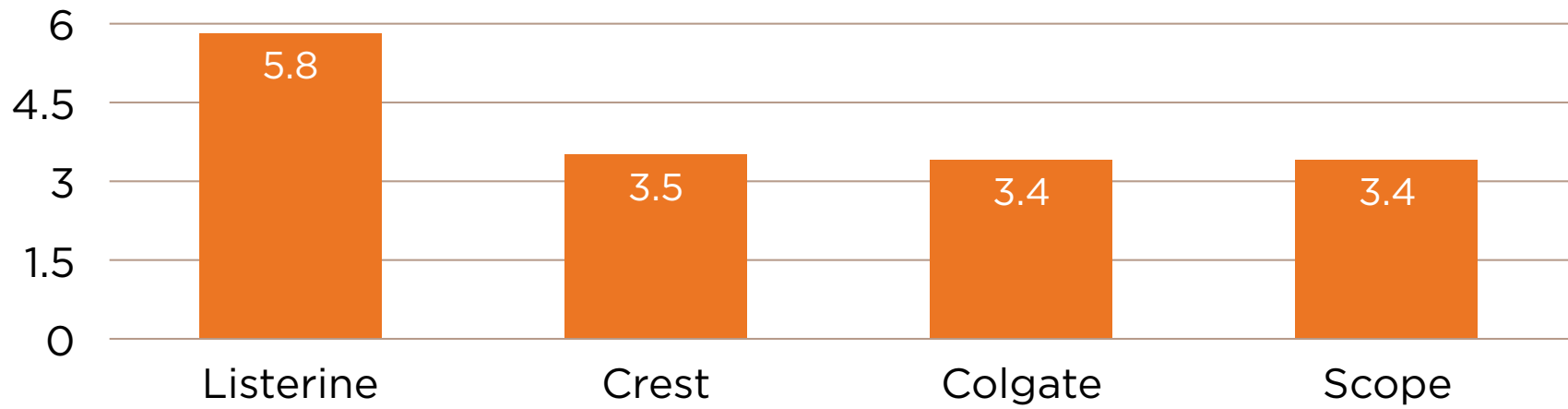
Find Mouthwash Information



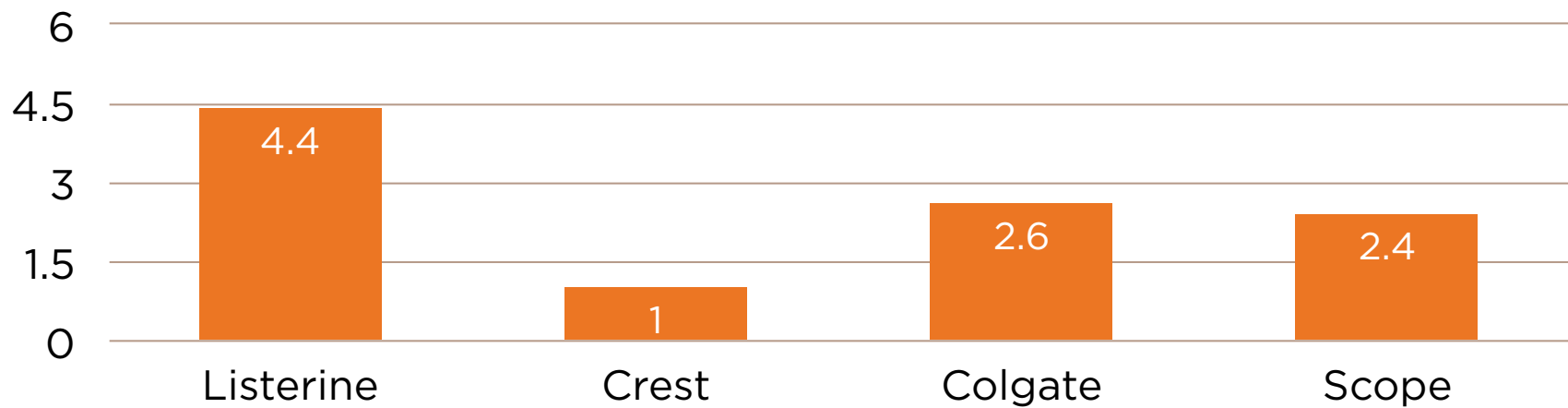
Effectiveness

■ Fail ■ Success
Task Success Rate

Find a Product



Find Mouthwash Information



Satisfaction

On a Scale from 1 to 6,
how you you rate the experience?

RELATIONSHIP

The effect of Optimization on User Perception in one chart

