**INTRODUCTION**

Hi,                    . My name is [Moderator], and I'm going to be walking you through this session.

You probably already know, but let me explain why we've asked you to come here today: We're testing a web site that we're working on to see what it's like for actual people to use it.

I want to make it clear right away that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. We want to improve it, so we need to know honestly what you think.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us.

If you have questions, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them, but I will try to answer any questions you still have when we're done.

We have a lot to do, and I'm going to try to keep us moving, but we'll try to make sure that it's fun, too.

You may have noticed the camera. With your permission, we're going to videotape the computer screen and what you have to say. The video will be used only to help us figure out how to improve the site, and it won't be seen by anyone except the people working on the project. It also helps me, because I don't have to take as many notes. There are also some people watching the video in another room.

If you would, I'm going to ask you to sign something for us. It simply says that we have your permission to tape you, but that the people working on the project will only see it. It also says that you won't talk to anybody about what we're showing you today, since it hasn't been made public yet.

Do you have any questions before we begin?

**BACKGROUND INFORMATION**

I'd like to ask you just a few quick questions. First, what's your occupation?

Who are some of the people you work with on a daily basis?

Good. Now, roughly how many hours a week would you say you spend using the Internet, including email?

How do you spend that time? In a typical day, for instance, tell me what you do, at work and at home.

Do you have any favorite Web sites?

Now, finally, have you bought anything on the Internet? How do you feel about buying things on the Internet?

And what have you bought?

OK, great. We're done with the questions, and we can start looking at things.

**USABILITY TEST**

[SHOW USER REGISTRATION SCREEN]

**1. TASK: REGISTRATION**

You received an email from HR asking to sign-up to site that will allow you to acknowledge co-workers. The link in the email places you on this page.

**2. TASK: PROFILE & DASHBOARD**

[USER VIEWING DASHBOARD]

Look at this page and tell me what you think it is, what strikes you about it, and what you think you would click on first.

For now, don't actually click on anything; just tell me what you *would* click on.

What are some of the things you can do on this page?

**3. TASK: GIVE RECOGNITION ONE USER**

Yesterday you were delighted by how quickly [insert familiar task based on users job] work was completed. [Insert Co-worker name], was instrumental in getting the work done. How would you acknowledge his/her work?

**USER FEEDBACK**

How would you rate the ease of that task on a scale 1 to 5?

1 EASY -------- 5 HARD

Did the task go as you expected? Explain.

**4. TASK: GIVE RECOGNITION 3 USERS**

How would you acknowledge the other co-workers that help you with [insert task] work?

**USER FEEDBACK**

How would you rate the ease of that task on a scale 1 to 5?

1 EASY -------- 5 HARD

Did the task go as you expected? Explain.

**5. TASK: SOCIAL INTERACTIONS**

[SHOW USER SCREEN WITH A CO-WORKER BEING RECOGNIZED]

One of your co-workers has received acknowledgement for 12 years of service to the company.

What are the things you can do on this page?

How likely would you do these things?

Which of theses things would you do most often?

**5. TASK: REEEMING POINTS**

[SHOW DASHBOARD]

You received an email from HR saying that your points can be redeemed for products. You have decided to cash in your points. Redeem your points.

**USER FEEDBACK**

How would you rate the ease of that task on a scale 1 to 5?

1 EASY -------- 5 HARD

Did the task go as you expected? Explain.

**QUALITATIVE SURVEY**

1. What do you think of we.com?
2. Recognition
   1. What is recognition?
   2. How is it similar or different than your other benefits / pay?
   3. When do you feel recognized?
   4. When do you feel you should be, but aren’t?
   5. What are the most meaningful ways someone can be recognized?
   6. When does recognition feel most authentic?
   7. What motivates you to do your job everyday?
   8. How frequently do you receive recognition? What for? From who?
3. Giving recognition
   1. How do you recognize others?
   2. Who are they, and how do they fit into your role?
   3. Do you care what others are doing that’s recognition worthy? Why?
   4. What do you feel is recognition worthy behavior? Is this aligned with your org?