

Attachment B

CDC HOMEPAGE UX: FACILITATOR INTRODUCTION (INSTRUCTIONS)

Note: The following introduction is a sample and will be used as a guide, not read to participants verbatim. These instructions will be read verbally by the facilitator. They will not be provided to the participant in paper form.

Thank you for agreeing to participate in our usability study.

Today, I am going to show you a few different mock-ups and websites and ask for your honest feedback. So, please let us know what you like about the site as well as what you don't like. Your opinions are very important to us and will help us improve the site so that it meets the needs of people like you.

During our session, I am going to ask you to perform a few activities, or tasks, using the site. I am planning to give you each task one at a time and ask you to read the task out loud. As you go through each of the tasks, please try to "think out loud" and tell us what you are doing and what you expect to find on the site.

Some of the items we will see today are only mock-ups and are not fully functional. We'd like to show you these early designs so that you can give us feedback and we can make improvements to the mock-ups before they are released on the website.

Please feel free to ask me a question about the tasks or the site. However, I may not be able to answer your question, as I was not involved in the development of the mock-ups or the existing website. If that happens, please continue to work as you would if you were at home or at work.

Your comments are very important and we will keep the data secure.

The session should take about an hour. At the end of the session, we'll then have a chance for you to tell us about your experience and give us any feedback you may have.

Do you have any questions before we begin?