

Using Website Walk-through to Uncover Fail Points

What is a website walk-through?

- Taking on the persona of one of your users
- Attempting to complete common tasks using the website

Why do this?

- See your website from your users' perspectives.
- Find the more obvious fail points in a cheap, easy way.

*Be Relentlessly
Curious
(Not Defensive!)*

What do you need to do a website walk-through?

- Realistic personas
- Actual user scenarios or tasks
- Facilitator
- "Role-players" to play your personas

How do you facilitate a walk-through?

1. Give participants a persona to role-play
2. Ask participants to complete a usability scenario/task in their role-playing role. You want to find out how this person would complete the task. Make sure your participants do not slip into being a librarian!
3. As the walkthrough proceeds, ask follow-up questions such as the following:
 - Would this person go down the "correct path?" Why or why not? (For example, their task is to print a document, but the first thing they have to do is select a printer. Will they know that they should select a printer to put them on the correct path?)
 - What other "paths" might the person be inclined to take to complete x task? Why?
 - Do you think they will notice that the correct path is available? Why or why not?

Exercise

FAIL POINTS (Jot down the fail points as they emerge in the walk-through)	SEVERITY (Leave this column empty until the next exercise)																
<p>Severity key:</p> <table><tbody><tr><td>1</td><td>Show-stopper, prevents users from completing task</td><td>+</td><td>Positive characteristic or feature of the design</td></tr><tr><td>2</td><td>Major problem, users have much difficulty completing task</td><td>C</td><td>Comment (note only)</td></tr><tr><td>3</td><td>Moderate problem, users have a work-around for this problem</td><td>N/A</td><td>Not applicable, no action</td></tr><tr><td>4</td><td>Minor problem, would be nice to fix</td><td></td><td></td></tr></tbody></table>		1	Show-stopper, prevents users from completing task	+	Positive characteristic or feature of the design	2	Major problem, users have much difficulty completing task	C	Comment (note only)	3	Moderate problem, users have a work-around for this problem	N/A	Not applicable, no action	4	Minor problem, would be nice to fix		
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