

How to test your website

Introduction

Imagine that you are planning for your retirement and are looking for the right financial adviser to help you.

Tasks

- 01.** You'll be shown a web page for 5 seconds and then asked to answer 3 questions. DO NOT go to Task 2 until you've answered those questions.
- 02.** Look around the home page and talk about what you think the site is about: what can you do here, what's it for, what strikes you about it?
- 03.** STILL LOOKING only at the home page, can you figure out what this company offers that's better than its competitors?
- 04.** Do you trust this company? Do they look reliable? [Verbal Response]
- 05.** If you were looking for a financial adviser what are the most important things you would be looking for on the website [Verbal Response]
- 06.** Keeping in mind the most important things that you would be looking for - try and find the information that would be most important to you.
- 07.** What benefits would you get from working with this company? [Verbal Response]
- 08.** Have a look around. Is there any information that you think is missing or that could be improved? [Verbal Response]
- 09.** If this wasn't a test, would you consider this company to be your financial planner? Why or why not? [Verbal Response]
- 10.** Go to Google and find one other company that offers a similar service. Compare the two websites. Which did you prefer?

Questions

- 01.** What frustrated you most about this site?
- 02.** If you had a magic wand, how would you improve this site?
- 03.** What did you like about the site?
- 04.** How likely are you to recommend this site to a friend or colleague?

