Amazon.com Usability Study for Older Adults: Focus Group Script

Welcome and Introduction

"Thank you all for making the time to come this Focus Group. We are trying to understand the usability of online shopping websites, specifically Amazon.com, in order to review and purchase books.We are focused on older adults because their input is often overlooked in website development. We would like to understand what likes and frustrations you have when shopping online and why.

Your feedback is very important in helping us provide recommendations to Amazon.com for improved usability of its website.

Before we get started, I wanted to note that we will be taking notes during this session to analyze what's discussed today. All recorded information will remain confidential and will be used only for the purposes of this research.

Please note that you have the right to withdraw from the session at any time. My name is Shane Owens and I'm the moderator for this focus group."

Around the Room Icebreaker/Topic 1: Familiarity with Internet and Online shopping

"I'd like to start by going around the room and ask each of you to tell us how often you use your computer per week. How often do you purchase things online?"

Around the Room Icebreaker/Topic 2: Ideal Shopping Experience

"Assuming you were going to purchase a book online: what are the things that you look out for?

[Dig into some of the reasons why those things are important to them.]

What are problems have you encountered?"

[Dig into some of the reasons why these problems are important to them.]

Topic 3: Amazon.com Screenshot

"By a show of hands, who has ever shopped with Amazon.com before?"

"For those of you who have used Amazon.com before, are there any specific issues that you have faced that we have not already discussed?"

[hand out screenshot of Amazon.com product page for a book]

"What's your overall impression in terms of ease in finding the information that you mentioned earlier?"

"Is there anything that you do not see here that we discussed?"

Topic 4: Mockup Amazon.com Screenshot

[hand out screenshot of mockup Amazon.com product page for a book]

"What's your overall impression in terms of ease in finding the information that you mentioned earlier?"

Closing Remarks
"That's about all the questions we have."
[Summarize the Remarks]
"I'd like to open it up one last time to see if there are any other thoughts related to online book shopping that you would like to share."
[Listen and nod.]
"Thank you for participating. Your feedback will be extremely helpful in providing recommendations to Amazon.com."