

Moderator script

Opening (1 - 2 minutes)

Vili: "Hi! I'm Vili, the owner of SlayFitVili and your moderator today. Thanks so much for joining this session. Ngọc, our designer, is also here. She'll be sending you tasks in the chat and taking notes while you go through the site."

Vili: "This is a pilot test to help us improve the website experience. Nothing is being tested about you. We just want to learn how you experience the site. Please feel free to think out loud as you go."

Vili: "Before we start, we'd like your permission to record your screen and voice for research purposes. It will only be viewed by me, Ngọc, and our developer Giang, and deleted after the pilot test. Ngọc will now send a quick message for you to confirm in writing."

Ngọc send in the chat: *"Do you give permission for us to record your screen and voice for research purposes only? The recording will only be viewed by our internal team (Vili, Ngọc, and Giang, our developer) and will be deleted after the pilot test. Please type 'Yes' or 'No'."*

Instructions (2 minutes)

Vili: "I'll walk you through a few tasks to see how the website works for you. Ngọc, our designer, will send each task in the chat so you can follow along easily."

Vili: "It takes around 45–60 minutes total so there's no rush, take your time. As you go, please **think out loud**: share what you're trying to do, what you're noticing, and any thoughts that come up. That really helps us understand your experience."

Vili: "Feel free to ask questions as we go, but I may hold off answering until the end so we can see how the site works without guidance. I'll make sure to come back to them afterward."

Vili: "If you need a break at any time, just let me know."

Vili: "When you get each task, please read it aloud before starting. That helps us follow your train of thought right from the beginning."

Warm-up task: the home page tour (3 - 4 minutes)

Vili: "Before we get into the actual tasks, we'll start with a quick warm-up."

Vili: "Please click on this link to open the SlayFitVili homepage:
<https://pt-website-ecru.vercel.app> and let me know once it's fully loaded."

Vili: "For now, don't click on anything. I'd like you to just look around the homepage and tell me what you make of it: What stands out to you? What do you think this site is about? Whose site do you think it is? What kind of services or content do you think are available here?"

Vili: "You can scroll if you'd like, just don't click anything yet. Just speak your thoughts aloud as you explore. I'll give you a few minutes for this."

Ngoc's cue: No task message needed in the chat here. Just take notes on spontaneous reactions. Timebox to 3 - 4 minutes max before transitioning to Task 1.

The tasks

LANDING PAGE VALIDATION

- **Vili (5–6 min):** Task 1: "Imagine you're new to personal training and unsure what to choose. Starting from the homepage, find a way to get a personalized suggestion."
 - Goal: Locate and take the FitQuiz.

PRICING PAGE VALIDATION

- **Vili (3–4 min):** Task 2.1: "Go to the pricing section. How many types of packages are available?"
 - Goal: Identify different Slay packages and comparisons.
- **Vili (3–4 min):** Task 2.2: "If you want to understand how SlayFitVili's service differs from other personal training services, where would you look?"
 - Goal: Locate differentiators or value propositions.
- **Vili (3–4 min):** Task 2.3: "Find the prices for the solo offline package(s) and see what a training session looks like."
 - Goal: Identify pricing clarity and accessibility.

PACKAGE DETAIL PAGE VALIDATION

- **Vili (5–6 min):** Task 3: "You're interested in training with a friend. Check out the training plan to see if it suits you. Read the curriculum and try to purchase the package."
 - Goal: Navigate to details, curriculum, and test CTA usability.

TESTIMONIALS PAGE VALIDATION

- **Vili (3–4 min):** Task 4: "Look at what other clients have said. Sort the testimonials in ascending order, and tell me how helpful you find them. What else would you like to see?"
 - Goal: Review testimonial filtering and perceived usefulness.

ABOUT PAGE VALIDATION

- **Vili (3–4 min):** Task 5: “You’re curious about Vili, the trainer. Find information about his qualifications and transformation journey.”
 - Goal: Access professional background and visual storytelling.
 - *Take note here*

FAQS PAGE VALIDATION

- **Vili (3–4 min):** Task 6: “You have general questions, especially about women training at the gym. Find answers to these common concerns.”
 - Goal: Discover how relevant FAQs are and how easily they’re found.

CONTACT PAGE VALIDATION

- **Vili (2–3 min):** Task 7: “If you had a question or wanted to get in touch, how would you do that?”
 - Goal: Test the discoverability of contact methods.

Wrap-up

Vili (5 min): “Thank you! That’s all for the live part. We’ll now send you a short survey to gather some final thoughts.”

Ngoc’s cue: Drop the survey link <https://forms.gle/e7dJeF9snRkGqCNU6> in the chat.