Site Goals - Website Usability Testing Guide

Site Goals

To meet each goal, users may need to engage in different tasks, such as navigating different paths. By articulating your goals in concrete terms, you can focus your site's design and what to test.

Example Site Goals

- Receive donations and present mission

- Provide legal information

- Reach out to potential donors

- Pre-screen potential clients

- Provide contact information for your agency.

To help you articulate your site goals there is a Goals, Tasks & Script Worksheet attached below:

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Last updated on November 20, 2023.
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[Goal, Task, & Script Worksheet.pdf](#)
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