

Your Newbie Hat form.

Desired Outcomes:

- Gain insights on how new customers see your site.
- Find, identify and fix obstacles a new customer would hit in buying my product.
- Identify and schedule specific site improvements.

Time Estimated/Actual:

Task	Time
Conduct Newbie Review (estimated):	
Conduct Newbie Review (actual):	
Followup Newbie Review (estimated):	
Followup Newbie Review (actual):	

Step 1: Get Ready

1. Print this form.
2. Gather information, not make judgments.
3. Imagine you are a typical new customer, with the specific problem your microSV product or web service solves.

What is that Problem?:

4. Start secondary browser and load your site.

► Answer - quickly - the questions in Step 2.

Step 2: The Newbie Review

1. What is the 1st thing you see looking at the page?

2. What few words summarize your sense of the page?

3. What is the strongest element of the page?

4. What's your Unique Selling Proposition?

5. How many steps or clicks does it take:

Steps or clicks	#
To purchase your software?	
To download your software?	
To contact you?	
To see what your software costs?	

6. What doesn't look right to you?

7. What attracts you to this page? Why?

8. What repels you from this page? Why?

► Take a moment to reflect before going to step 3.

Step 3: Changes to make

1. What is the 1st thing you want to change about the experience you just had?

2. What is the first physical action you need to take to change this (Your Next Action)?

3. What other tasks must you do to change this?
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4. When will you start?: _____*