Participant	
Company	
Role	
Date	

Introduction

Hi! Thanks so much for taking the time to participate in our study. I am going to take a minute here to set the stage. What you'll be looking at today is part of our work that we are doing to find the best ways to improve Skilljar Analytics. If what you are seeing today doesn't directly answer feedback you have given us around your needs of Skilljar Analytics - don't worry. This is just part of the investigative work that we are doing, it's not the only thing we are working on.

With that said: I am going to be more of a note taker today and Tyler May, whom you may have met will run this study with you. He is our designer on Analytics.

Hi, _____. My name is _____, and I'm going to be walking you through this session today. With me today is…

I will be facilitating our meeting today and everyone else will be observing, taking notes and might speak up from time to time.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly.

We're asking people to try using an upcoming feature that we're working on so we can see whether it works as intended. The session should take about 45 mins.

Have you ever been a participant in a usability study before?

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here.

As you use the product, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry about hurting our feelings. We're doing this to improve the product, so we need to hear your honest reactions. If something is hard, please let me know. If you find something delightful or helpful that's always nice to know and can help us refine the product as well.

If you have any questions as we go along, just ask them. I may not be able to answer them right away since we're interested in how people do when they don't have someone sitting next to them to help.

Your participation is voluntary and you may leave or take a break at any point, just let me know.

We would like to record this session, video and audio, is that okay?

Do you have any questions so far?

[Start recording]

Preliminary Questions

In general, what do you tend to do in Skilljar?

How often do you visit Skilljar Analytics pages?

What other analytics tools do you use other than Skilljar?

Do you import Skilljar data into other data software (like Power BI or Excel)?

Tasks

Let's get into it. One important thing to remember for today's session is that we are looking at a very early prototype. It's essentially just images linked together. This will lead to some limitations, when we come up against those we'll take some time to talk through the interaction.

Task 1: Finding the Analytics page

Imagine a world where Skilljar has developed a way to cluster learner groups into learner segments. - This is a big benefit in Analytics. Imagine it's possible to segment your groups into for example: End customer accounts, or partner groups. You've just read in the newsletter that this new feature is live.

Can you show me where you'd go to find out this information?

Did the participant complete the task?

Completed easily	Completed with difficulty	Did not complete
General Notes:		

Task Ratings
On a scale of 1 (strongly disagree) to 5 (strongly agree) how would you rate these statements?

It was easy to find this Analytics Page.

1	2	3	4	5

I was able to keep track of my location on the site while finding the Analytics Page.

1	2	3	4	5

I find this page useful.

1	2	3	4	5

Task 2: Filtering Data to another segment

Show me how you would take a look at your partner groups.

Did the participant complete the task?

Completed easily	Completed with difficulty	Did not complete
General Notes:		

Task Ratings
On a scale of 1 (strongly disagree) to 5 (strongly agree) how would you rate these statements?

It was easy to filter the data to another segment.

1	2	3	4	5

I was able to keep track of my location on the site while filtering the data to another segment.

1	2	3	4	5

I find this page useful.

1	2	3	4	5

Task 3: Filtering to a piece of content.

Now that you're looking at your partners, you are specifically interested in how they are tracking towards a specific certification. You have a learning path that ends with a Skilljar Certified Professional exam. Show me how you would get this information.

Did the participant complete the task?

Completed easily	Completed with difficulty	Did not complete
General Notes:		

Task Ratings
On a scale of 1 (strongly disagree) to 5 (strongly agree) how would you rate these statements?

It was easy to find the filters.

1	2	3	4	5

I was able to keep track of my location on the site while finding the filters.

1	2	3	4	5

I find the filters useful.

1	2	3	4	5

Task 4: Changing the data sort.

Now that you're looking specifically at partners and their activity with the certification path, you want to identify partners who need to be nudged and have low completions. Can you show me how you would find that information?

Did the participant complete the task?

Completed easily	Completed with difficulty	Did not complete
General Notes:		

Task Ratings

On a scale of 1 (strongly disagree) to 5 (strongly agree) how would you rate these statements?

It was easy to sort the data.

1	2	3	4	5

I was able to keep track of my location on the site while sorting the data.

1	2	3	4	5

I find sorting the data useful.

1	2	3	4	5

Task 5: Downloading the table.

Now you want to download this data. Show me how you would do this?

Did the participant complete the task?

Completed easily	Completed with difficulty	Did not complete
General Notes:		

Task Ratings

On a scale of 1 (strongly disagree) to 5 (strongly agree) how would you rate these statements?

It was easy to download the data.

1	2	3	4	5

I was able to keep track of my location on the site while downloading the data.

1	2	3	4	5

I find downloading the data useful.

1	2	3	4	5

Final Questions

Now we've walked through the scenarios I have for us today. Before we close out the session. Is there anything else you'd like to say or any questions that you have for me?

If you had a magic wand and could add one feature to this new section, what would it be?