Usability Test Protocol

Team: Maize and BluX

Client: Gale Support – Cengage Learning

Interviewee:

Research Goals

1. Assess the efficiency and effectiveness that the user can complete certain tasks on the Gale Support site.
2. Identify areas and elements that are still undiscovered by the team on the Gale Support site.

Test Metrics

1. Time on task
   ○ Keep track of how long each task takes to complete.
2. Success rate
   ○ Keep track of whether the participant can complete the task.
3. System usability score
   ○ https://usabilitygeek.com/how-to-use-the-system-usability-scale-sus-to-evaluate-the-usability-of-your-website/
   ○ Form: https://forms.gle/GeaqGoc99uuK2zS77

	Time on task	Success (Yes or No)
Task 1:		
Task 2		
Task 3		

Introduction Script

Welcome, and thank you for taking the time to participate in our usability study. My name is **[NAME 1]** and this is my teammate **[NAME 2]**. We're graduate students at the University of Michigan School of Information. As part of our Needs Assessment and Usability Evaluation course, we're working with Gale Support to help improve the website and make it more user-friendly for teachers. During our session, I will be moderating the test and my partner **[NAME 2]** will be taking notes.

A couple of things before we begin. Your responses and comments will be confidential. If we quote you in our final report, we will do so without identifying your name and specific role. If there is anything you don't want on the record, please let us know. Additionally, this usability study is entirely voluntary on your part and you are free to refuse to participate or withdraw from our study at any time with no repercussions for you of any kind. Do you have any questions before we continue?

We would like to capture a digital recording of our conversation. We will be using your statements for the purposes of our research findings only. None of your personally identifiable information will be shared publicly in any way. Do you agree to have your responses to our questions recorded for research purposes only?

[If consent is not provided] I appreciate your response and we will not proceed with the usability study recording.

[If consent is provided] Thank you. I will start recording now **[Start recording]**. For the record, please state your name and state either "Yes, I consent to participate in this study and for being recorded." or "No, I do not consent to be recorded."

The purpose of this test is to help us understand where improvements can be made with the Gale Support site. During this test, we will give you certain tasks to complete using the Gale Support site. There are no right or wrong answers, we are here to learn from you. And please remember that we are assessing the site itself and not you. Please try your best to verbally walk us through your thought process as you complete the tasks.

Pre-Task Questionnaire

First, we'd like for you to answer a few questions to help us understand your professional background.

1. Can you briefly introduce yourself?
   a. Please state your current job title.
   b. To the best of your ability, please describe your familiarity with technology.
2. Have you used the Gale Support site before?
   a. If yes, how long have you been using this tool, and at what frequency?

Main Test Tasks

Please go to the Gale Support site and share your screen. Next, we're going to give you 3 hypothetical tasks that users might do using the Gale support site. We're going to ask for you to try and complete these tasks. Please remember to think out loud during the process so we can better understand how you tackle these tasks.

Task 1: Find a scavenger hunt about sustainability within Gale in Context: Opposing Viewpoints

Imagine yourself as a teacher who is planning to have a discussion on sustainability. You are looking for activities for your student to do during class. From the home screen, please try to locate a Scavenger Hunt activity that relates to sustainability within the product "Gale in Context: Opposing Viewpoints".

[After task completion] What are your thoughts on this task?

Task 2: Locate a Gale eBook on-demand training tutorial via Product Support that provides support on creating a custom collection for Higher Education Librarians.

Imagine yourself as a librarian who is aiming to learn how to organize their library's ebook collection. Beginning from the home screen, please try to locate an On-Demand training tutorial via Product Support that aids library staff in creating custom collections, regarding their school's eBook collections.

[After task completion] What are your thoughts on this task?

Task 3: Locate a webinar for higher ed users with a duration of 30 minutes.

Imagine that you are a teacher, and your students have a school-wide seminar, giving you an extra hour during this week. You have 30 minutes that you plan to use watching a webinar for higher education staff. From the home screen, please locate a webinar that is 30 minutes long and for the higher ed users that you may be interested in watching.

[After task completion] What are your thoughts on this task?

Post-Tasks Questionnaire

We have now completed the usability test for the Gale Support Site. We would now like to take a moment to ask you some questions to understand your experience and gain any feedback.

Did you encounter any challenges during the testing? If so, please elaborate.

We'd also like for you to complete this quick scoring survey [Provide participant with link: https://forms.gle/BhJoWLPpKFsFVceM9]

Is there any additional information that you would like to add before we conclude?

Wrap-up

Thank you for helping us test the Gale support site. Do you have any questions for us before you go?

Again, thank you for your time!