

[Reminder to moderators: *We will be randomizing tasks 1-3 in order to avoid biased test results so make sure you've switched up the order of the tasks and related post-test questionnaires in the Google Form.*]

INTRODUCTION

Greeting

Hello! Thank you so much for agreeing to participate in our study! My name is _____, [and this is _____], and we're graduate students at the Pratt Institute School of Information. The feedback we gather today will be valuable information we utilize in evaluating the usability of the website for [Smithsonian American Art Museum and its Renwick Gallery](#), a museum website that produces original exhibitions, runs a Research and Scholars Center, and frequently uses digital platforms to engage audiences. For our Usability Theory and Practice class, we are focusing on evaluating the user experience of a few online experiences related to our education section.

Consent Form

[Send the following Google Forms [link in the chat](#)]

I'm currently giving/sending you the link to a paginated set of Google Forms [in the chat window](#): <https://forms.gle/nkuj6kCHhVUQLBRo8> (link to paginated consent form, pre-test questionnaire, tasks with post-task difficulty scales, and post-test question prompts)

Please read and sign the consent form via the link I've sent you [in the chat](#). Feel free to ask us any questions about the form or the test if you have any concerns.

[Wait for the consent form to be read/signed and for the participant(s) to send it.]

Session Overview

We would like to note that **we are not testing you and that there is no such thing as a wrong answer**; rather, we are testing the design of the website.

This study aims to learn how people engage with SAAM's website for educational resources and will take approximately 30-45 minutes. This study includes a pre-test questionnaire, tasks to complete, and a post-test questionnaire.

[Do you have a time-constraint/hard-stop that we aren't aware of?]

During the session, we will give you a set of tasks to complete on the website. Please "think aloud" as you're working by telling us what you're thinking as you go through each task.

[Explain think aloud method, if they are not familiar]

As you perform each task, we will be observing your screen using Zoom's built-in audio, video, and screen-recording functions.

[Mention that the tasks are on the Google Form, and they can refer to it again, whenever they need to - or ask you to read it out loud]

Turn on "Do Not Disturb" on your mobile device **before you start screen sharing.**

[Please let us know if you have any wifi issues/technical difficulties at any point of the interview.]

I'd like to let you know that you are free to stop the study at any time if you feel uneasy or uncomfortable for any reason. If this is the case, please let us know. Your session data will not be used in the final usability report, and you will still receive compensation for your time.

Do you have any questions before we begin?

[Answer any questions.]

PROCEDURAL INSTRUCTIONS

Pre-Test Questionnaire

Great, let's get started! First, we have a pre-test questionnaire so that we can gather some basic information about you.

1. Have you ever interacted with a museum website before? [How, when, could you share your experience?]
2. Have you ever used a museum website for educational purposes? [like learning a lesson plan or understanding a topic]
3. Have you ever used SAAM's website?

Task Descriptions

Next, we'll move on to the actual tasks, **and now that we are ready to start the test, we will start recording.** Are you ready?

[Make sure they're ready, and that the recording is working]

Here's the scenario:

You are interested in art and are looking for a few educational resources on SAAM's website particularly in educational background. There are a few filters on the website that you can use to find these resources.

We have four tasks prepared for you today. For the first task, we want you to sort some filters for an educational resource that you feel suits the best according to the description provided.

Task 1 [Card Sort]

*****This task may be different depending on how you shuffled tasks 1-3*****

(Published) Change the Nation Card Sort:

<https://m8m4v2xs.optimalworkshop.com/optimalsort/zi86otdt>

(Published) A House Divided Card Sort:

<https://81u2zc1l.optimalworkshop.com/optimalsort/0qjxahj8>

(Published) Latino Art & Culture Card Sort:

<https://hv86rne.a.optimalworkshop.com/optimalsort/jk801rtb>

<https://docs.google.com/document/d/1IQhcwNZQ2eLXa5SwKRhz07re8-RGfOeN9atnG7nMIQ/edit?usp=sharing>

For this task, we will be using an optimal workshop tool. You can visit the link provided to you **[in the chat]**

[Wait for participants to open the link.]

On this page, as you can see there are two sections.

There is a category on the right with a small description about an educational resource. And, there is a wide range of filters [that can be associated with the description] on the left. There is also a “not relevant” category for non relevant filters.

Your task is to read the description and from your understanding of the contents of this educational resource, you can drag and drop the filter cards that you think can be associated with the topic. The filters that you find non-relevant can go to the “not relevant” category.

Please remember that you have to transfer all the cards from left to right in either of the categories, to finish the task.

[Please let us know if you need more information/detailed description about the topic if it is unclear] **Provide topic description here.**

Do you have any questions before we begin?

[Answer any questions.]

You may begin.

[Wait for the participant to finish the task.]

Nice job!

1. Did you understand the task to your knowledge?
2. Do you think you succeeded in completing the task?
3. Were you familiar with the topic before this test?
4. Was the description helpful enough for you to complete the task?
5. Will you be willing to do the same with another description?

Great! Here is the link to a new title with description. *You can find it in your chat.*

Now we will be moving on to Task 2.

Task 2 [Card Sort]

[Please let us know if you need more information/detailed description about the topic if it is unclear] *Provide topic description here.*

Do you have any questions before we begin?

[Answer any questions.]

You may begin.

[Wait for participant to finish task.]

Nice job!

1. Did you understand the task to your knowledge?
2. Do you think you succeeded in completing the task?
3. Were you familiar with the topic before this test?
4. Was the description helpful enough for you to complete the task?

Now we will be moving on to Task 3.

Pre-Test [Website Test]

Please navigate to the website, *which I'm adding to the chat window at this time.*

[Add "americanart.si.edu" to chat.]

Once you arrive on the website, **without clicking anything**, tell us what you're thinking. [What are your first impressions of this website?]

[Remind to think out loud]

What do you think about the position of the search bar and filters in particular?

Great! Let's begin the next task.

Task 3

For this task, we will provide you with an educational resource that you have to find on this website.

You have to find this educational resource called: Latino Arts & Culture: Making a New life in the United States **without using the search bar**.

[Are you familiar with this resource?]

We are providing you with a short description of the content of the resource. **[Adding the description in the chat]** "This is a resource guide that tells people how artwork can teach us about latino culture in the United states. The guide contains relevant artists, artwork descriptions, and suggested activities."

Do you have any questions before we begin?

[Answer any questions.]

[Remind to think out loud]

- When they are searching for results after applying the filters:
[When they are ready to click]
 1. Is this what you expected the results page to look like?
 2. Rate on the scale of 1-10, how confident are you, that you found what you were looking for?
If you are not sure, do you want to keep searching [maybe try on different filters], or proceed with what you feel is best suited result
 3. On clicking, what do you expect to see?
- When they click on the/a resource:
 1. What do you see on this page? [Is it what you were expecting?]
 2. How do you feel about the layout and organization of the page?

3. Is the content relevant to what you thought the description was?
4. What are some of the unexpected things you found?

[Wait for participant to finish task.]

Great!

1. Do you think you found what you were looking for?
2. Rate on the scale of 1-10, how difficult was the task?
3. Would you want to do the same for another educational topic?

Task 4

For this task, we will provide you with an educational resource that you have to find on this website.

You have to find this educational resource called: Recording a changing Nation: overview **without using the search bar** *[only filters]*.

[Are you familiar with this resource?]

We are providing you with a short description of the content of the resource. *[Adding the description in the chat]* "A program of photographic surveys in 55 communities in 30 states across the United States. "

****Please use only the filters provided under the search bar to find this resource. Also, you can try to use as many filters as you like.****

Do you have any questions before we begin?

[Answer any questions.]

[Remind to think out loud]

- When they are searching for results after applying the filters:
[When they are ready to click]
 4. Is this what you expected the results page to look like?
 5. Rate on the scale of 1-10, how confident are you, that you found what you were looking for?

****If you are not sure, do you want to keep searching [maybe try on different filters], or proceed with what you feel is best suited result****

6. On clicking, what do you expect to see?
- When they click on the/a resource:
 5. What do you see on this page? [Is it what you were expecting?]
 6. How do you feel about the layout and organization of the page?
 7. Is the content relevant to what you thought the description was?
 8. What are some of the unexpected things you found?

[Wait for participant to finish task.]

Great!

4. Do you think you found what you were looking for?
5. Rate on the scale of 1-10, how difficult was the task?

Thank you, This is very helpful! We will now move on to our Post-Test Questionnaire.

Post-Test Questionnaire

1. Did you feel like you had any difficulty in completing any of the tasks? If so, please tell us why.
2. What was your first impression of the website?
3. What are your thoughts on the filters and categories?
4. What are your thoughts on the contents of the resource?

PARTICIPANT DEBRIEF

This concludes our session, and **we will now stop recording**. We hope you enjoyed your experience today, and thank you so much for taking the time to participate in our study. The purpose of this study was to identify usability problems concerning the [SAAM](#) website's approach to sort their educational resources. Your feedback is valuable to us, and we'd like to remind you that the information provided today will remain anonymous and confidential.

Please fill out the form at the link we are entering into the chat so we can send you your \$10 Amazon Gift Card, and if you're not interested in receiving the gift card, please do not fill in the blank asking for your email address.

[Enter link into the chat]:

<https://forms.gle/U4J7LZPUNvEpgEXU7>

[Wait for participant to finish.]

Before we conclude, do you have any final questions or comments about today's session?

[Answer any questions.]

Feel free to send an email if you think of any questions that you would like answered, and thank you again for your participation!

[End session, and save the recording. Make notes of anything important, interesting, valuable, etc, observed during the session if there's anything you need to add.]