User Interviews/Usability Test

Target users: Current Sisters
Number of interviews: 8-10
Duration: 45-60 minutes
Medium/Platform: Virtual/Zoom

Goals

If we can understand current sisters' motivations for using The Melanin Village, that will inform how to improve and iterate on product features.

If we can understand how current sisters use The Melanin Village resources, that will inform which resources are most beneficial to sisters and the extent to which they value community and curriculum.

If we can understand the impact The Melanin Village has on sisters, that will inform what resources to prioritize offering (e.g. full curriculums vs. supplemental materials)
   – **what type of events would be most beneficial to the sisters**

If we can understand the pleasure and pain points sisters have when using The Melanin Village, that will inform how we can design the user flow and product improvements, as well as where UX copy could be changed or improved.

If we can understand how the *Mighty Network* platform **connects mothers** to one another, that will help TMV build capacity and develop community.
   – alleviate mental load
   – increase the individual and collective abilities of mothers to continuously improve student learning and community development.

If we can understand what actions homeschooling parents want to accomplish as they design their child's educational experiences, that will inform innovation within The Melanin Village

1. Understand how Sisters use TMV
2. Understand TMV's impact on current users/Sisters (primarily in efforts in curriculum development and creating/bolstering community)
3. Uncover pleasures and pain points for using TMV (including costing structure and onboarding process) [usability]
4. Uncover insight into features desired for MVP:
   a. Send a message
   b. Join a group
   c. Create a post
   d. Browse Social Feed

        e.   View a message – get notification

        f.   Attend an event

5. Determine <u>other must-have features</u> for sisters

<u>Invitation email</u>

Hello Sisters,

The Melanin Village is conducting interviews to better service our users. Based on your participation in our survey and expressed interest in a follow-up interview, we want you to share your experience! Interviews will be conducted between 11/16-12/3 and will take around 45-60 minutes to complete. It will consist of questions and an activity at the end centered around how you use The Melanin Village resources. We hope to take a deep dive into your thoughts and opinions on our Village to learn more about our opportunities to grow and create a better experience for our Sisters. We greatly appreciate your valuable feedback.

ADD: interview dates 11/16-12/3, technical stuff (zoom, desktop)

Thanks for your help,

The Melanin Village Research Team

Interview and Usability Protocol

[How are you, introduction, purpose, agenda, time check, thank you, consent to record]

TMV blurb (purpose)
Interview agenda
Housekeeping (usability, tasks, screen sharing, recording, etc.)

CH potential organization: Introduction & Background >> Usability >> Pleasure & Pain points >> Recommendations/Improving TMV?

Introductions & Background – Let's start with introductions so we can become better acquainted.
1. What is your age and location? How many child(ren) do you homeschool and for what grade levels? How long have you been a part of the Melanin Village?
2. What was your experience like joining the TMV Sister Pass Weekend?

Impact (Curriculum) – We're interested in hearing about how you use TMV's curriculum resources (e.g., Nearpod, Canvas, Edmentum).
3. In what ways does TMV resources and/or network influence or inform curriculum development?
4. What does a typical week look like for you as a homeschooling mom? And what role doesTMV play, if at all?
5. Do you use TMV's curriculum?
    a. If *Yes*:
        i. Can you give an example of how a TMV resource and/or network was used to create, modify, or adapt your lesson plan?
        ii. How does TMV help you customize your child's learning in ways that are unique to their own learning needs?
        iii. How does TMV help you customize your child's learning In ways that are culturally responsive and developmentally appropriate?
    b. If *No*:
        i. What has prevented you from using TMV's curriculum?
        ii. What other resources do you use to develop your child(rens) curriculum?
6. What goes into your decision to use the village curriculum?

Impact (Community) – We're interested in hearing about how you engage in TMV's community.
7. In what ways does TMV's Mighty Network build upon community?
    a. How often do you *chat* with other moms on the Mighty Network?
    b. How often do you *engage with conten*t on the Mighty Network channel (e.g., like, share, comment, post, join a group)?

c. How often do you find a *resource* or make a *connection* with someone that inspires you to change something philosophically or actionably?
8. Besides the Mighty Network, in what ways does TMV resources and/or network build upon <u>community</u>?
    a. Do you feel like there is someone you can confide in when you are struggling or go to if you have questions or seek guidance?
    b. What do you wish you could do to be more engaged or involved in the village community?
9. Have you ever recommended TMV to someone?
    a. If Yes:
        i. Who did you recommend it to, and why?
        ii. What did you say as to why TMV would be useful to them?
        iii. Did they ever register for TMV?
    b. If No:
        i. Is there a reason outside of not knowing anyone who also homeschools that you have not recommended TMV?

Pleasure and pain points – If you can reflect on your time using TMV, we'd like to ask a set of questions to understand your experience with TMV so far.
10. Can you tell us about your favorite TMV feature and how it has been beneficial to you?
11. What are the barriers to accessing and using TMV resources and networks?
    a. Consider financial restraints, time restrictions, general capacity, and interface usability and accessibility.
12. Do you think that TMV's *academic resources* (e.g., Melanin Village Academy K–12?, Nearpod, Canvas, Edmethum) are relevant, high-quality, and inclusive? Why or why not?
13. What do you think about TMV's *weekend sign ups*?
    a. Is the exclusivity of its structure beneficial? Or inaccessible? Why or why not?
14. What do you think about TMV's *membership payment structure*?
    a. Is the cost point too high? Too low? Just right?
    b. How else can TMV bring together high-quality resources, instructional practices, and community exchange to mothers without a financial cost?
15. Are there any reoccurring issues that have made you reconsider moving forward with using TMV?

Improving TMV – As the user and benefactor of TMV, we are always curious about the ways in which we can improve the product and create better experiences.
16. What additional features would you like to see on the Mighty Network?
    a. What feature(s) do you think would improve your curriculum development or community building efforts at TMV?Would you recommend TMV to other homeschooling mothers? Why or why not?
17. Overall, how can TMV be improved?

18. Is there anything you wish you had known before registering for TMV that you feel could have prepared you better or helped you use the service more efficiently?

Usability Test Tasks
1. Show me how you access the curriculum you use for homeschooling.
2.

[Thank you]