

Indeed.com Test Script

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Research issue: Indeed.com, applicant interface

Goals:

- Determine whether iconography is sufficient for communication with all users
- Determine whether users can accomplish job search tasks quickly and easily
 - Filtering query + results
 - Find relevant results
 - Test usability of applicant search and application process
 - Uploading personal information and resume
- Identify ease of flow (or pain points) in inputting information to create a resume

Objectives:

- Assess usability of tasks as compared to results of heuristic evaluation.
- Assess general usability of applicant flows
- Learning how users search for jobs when the search is as generic as “Just search for a job”, comparing their thought process when the search is first time vs repeated.
- Understanding users' thought process about saving jobs for later and also gauging user reactions when they are shown jobs which are not satisfactory to their search.
- Understanding user mental status when they are applying for jobs they have already saved before, how much information do they recheck and how do they find the job again.

Greeting

Hi <Participant name>,

How are you doing today?

Thank you for taking the time to talk to us today!

Introductions

My name is <Interviewer name> and I'm a UX Research graduate student at the University of Texas.

[Optional:] We're also joined by <Observer name> who is also a UX Research graduate student at UT. I'll be chatting with you today, and <Observer name> will be taking notes during our call.

From this point on I'll be reading from a script – if I sound a little funny, that's why! But it's important that we maintain consistency for the sake of the study. We'll start with some questions, and then I will give you some tasks to complete on the computer. We'll use the feedback we get from you and other participants to recommend improvements, so please share your honest thoughts as we go along. There are no right or wrong answers!

Do you have any questions for me before we get started?

Before we begin, **could I just confirm that you're still okay with this session being recorded and available only to our research team?** [Wait for reply]

Awesome! I will start the recording now.

Warm Up Questions

To begin, I have a few questions about your general interests and preferences.

1. What's your current role or occupation?
2. When do you normally first use the Internet on a typical day?
3. What are some of the apps and websites you use the most?
4. Can you tell me about the last time you searched for a job or school program? How did you go about searching for information?

Explanation of Test Methods

As we get ready to begin this usability study, you will be using a web browser to navigate through our tasks we have prepared. Feel free to use the browser of your preference as you share your screen. We will provide you with instructions verbally, including a series of questions after each task. Please let us know if there's anything we can repeat for you.

Tasks

Now I'm going to ask you to carry out some tasks on the computer. There are a few things to keep in mind here:

1. **We're not testing you** - we are testing the site! If you encounter difficulties, it's never your fault, and it's always the site's fault. Finding these problems is good, because it will show us where we need to make improvements.
2. **Be as candid as possible**. If you don't like something, or think it's just plain stupid, please say so!
3. **Behave as naturally as possible**. (I know this can be tricky with me watching what you're doing, but still). If you get bored of something and you don't think you'd continue any further please let me know.
4. Please ask me any questions you wish, but for the purposes of this test I might not be able to answer them for you.
5. **Most importantly, please think aloud as you do this**. Share with me where you're going to click, why you're clicking there, and what you expect to see after you do so. It helps us understand what is going through your mind and allows us to take good notes.

(If needed:) Can you please share your screen with me?

Task 1

Relevant research objective: *Learning how users search for jobs when the search is as generic as "Just search for a job", comparing their thought process when the search is first time vs repeated.; Test usability against findings from heuristic evaluation.*

Scenario: You are about to graduate with your degree in Business Accounting! As you approach graduation, you've decided to start looking for an accounting job. You visit a job site to get a sense of if you need to work on your resume, or if your current resume aligns with job descriptions.

Task: Using your own preference or method, search for accounting jobs.

1. Why did you search for <whatever the user searched>?
2. Would your approach have been different if this wasn't your first job search in a while?
3. <if the user used filters to set accounting jobs> Do you prefer using filters? Why?
4. <if the user directly searched for accounting jobs without filters> Do you prefer directly searching for your job title rather than using filters? Why?
5. Were you able to gauge if the job results align with your resume or not?
 - a. <If not> What would have helped you understand this?
 - b. <If yes> What did you specifically look for to understand this?
6. *Single Ease Questions:*
 - a. How was the job search?
 - Extremely difficult
 - Difficult
 - Neither easy nor difficult
 - Easy
 - Extremely easy
 - b. Were you happy with the results you saw?
 - Yes
 - No
7. *Single Ease Question follow-up:*
 - a. Why did you find the job search <what user answered>?
 - b. Why were you content/not content with the results?
 - <if not content> Any suggestions on what could make the results better?

Task 2

Relevant research objective: *Understanding users' thought process about saving jobs for later and also gauging user reactions when they are shown jobs which are not satisfactory to their search. Test usability against findings from heuristic evaluation.*

For this task and all future tasks, we will be asking you to utilize Indeed for your job search. Go ahead and navigate to Indeed.com and we will get started with task 2.

1. **Select first option:** Save this job for later
 - a. **Scenario:** You've found a job that looks interesting to you! It matches your desired location and salary and the company looks like it could be a good fit for you. You realize there are some points on your resume that you could polish in order to become a more competitive candidate. You know you want to revisit this job later after you're done reworking your resume.
 - b. **Task:** Select the first job upon your search and save this job for later.

Post-task 2A questions:

1. Did you find the save for later action on a specific job in your search?
 - a. <If yes> Was the verbage and icon usage easy to understand?
 - b. <If no> Why not?
2. Did you feel save for later action similar to other platforms you use? (If user asks what kind of platforms, you can say all kinds of platforms i.e music, books, videos, jobs) - dont know
3. Was it clear to you that you had saved a job for later after you performed the action? no
4. Did you re-check in your saved jobs list after saving the job?
 - a. <If yes> Why? Was the confirmation (if present) not enough to build trust?
 - b. <If no> Why? Was the confirmation (if present) enough to build trust?
5. *Single Ease Questions:*
 - a. How was the job saving process?
 - i. Extremely difficult
 - ii. Difficult
 - iii. Neither easy nor difficult
 - iv. Easy
 - v. Extremely easy
 - b. Were you happy with the results you saw?
 - i. Yes
 - ii. No
 - c. Was the system successful in informing you that you completed your action?
 - i. Yes
 - ii. No
6. *Single Ease Question follow-up:*
 - a. Why did you find the job saving process <what user answered>?
 - b. Why were you <whatever user answered> with the results?
 - c. Why was the system successful or not successful <based on user answer 5 c.>?
What could be improved to help you even more?

2. **Select second option:** Tell Indeed you don't want to see this job

- a. **Scenario:** They can't all be winners. You found another job listing that requires you be in the office 5 days a week – no way! You don't want to see that job again.
- b. **Task:** Remove a job listing from your results.

Post-task 2B questions:

1. Did you find the “don't recommend me similar jobs” action on a specific job in your search?
 - a. <If yes> Was the verbage and icon usage easy to understand?
 - b. <If no> Why not?

2. Did you feel the action was similar to other platforms you use? (If user asks what kind of platforms, you can say all kinds of platforms i.e music, books, videos, jobs)
3. Was it clear to you that you had told the system to not recommend similar jobs in the future?
4. *Single Ease Questions:*
 - a. How was the process of telling the system to not recommend similar jobs?
 - i. Extremely difficult
 - ii. Difficult
 - iii. Neither easy nor difficult
 - iv. Easy
 - v. Extremely easy
 - b. Was the system successful in informing you that you completed your action?
 - i. Yes
 - ii. No
5. *Single Ease Question follow-up:*
 - a. Why did you find the process <what user answered>?
 - b. Why was the system successful or not successful <based on user answer of 4 b.>? What could be improved to help you even more?

Task 3

Relevant research objective: *Understanding user mental status when they are applying for jobs they have already saved before, how much information do they recheck and how do they find the job again. Test usability against findings from heuristic evaluation.*

Scenario: A couple of weeks back you found a job and understood your resume needs work. After spending a few days working to improve your resume and CV you are ready to apply for the job. You have saved the job in your saved jobs list, find the job and apply for the same.

Task: Apply for a job from your saved jobs list.

- *<If the user searched for the job again>* Why did you search for the job again?
- After finding your saved job did you recheck the job details?
 - *<If yes>* Did you recheck everything?
 - *<If no>* Why not?
- Did you recheck if the job was removed from the saved jobs list after you applied?
 - *<If, yes>* Why?
 - *<If no>* Why not?

- What do you expect to happen to the saved job after you have applied to it?
- *Single Ease Questions:*
 - How easy was it to find the saved jobs section?
 - Extremely difficult
 - Difficult
 - Neither easy nor difficult
 - Easy
 - Extremely easy
 - Was it clear to you that you were looking at jobs in the saved jobs section once you opened the section?
 - Yes
 - No
 - Was the system clear to inform you that your job was removed from saved jobs after you applied to it?
 - Yes
 - No
- Single Ease Question follow-up:
 - Why did you find the process <what user answered>?
 - Why was the system successful or not successful <based on user answer from 5 c.>? What could be improved to help you even more?

Task 4

Relevant research objective: *Assess usability of search functionality's ability to apply filters and narrow or increase scope based on user preferences and needs. Test usability against findings from heuristic evaluation.*

Scenario: Your friend landed a job in NYC and is trying to convince you to move with them! You decide to apply for some contract accounting roles because you may be interested in making a move there too, but aren't quite sure if you want to commit to that location. You know you would want to make at least \$80k annually as an entry-level employee with your Bachelor's degree.

Task: Search for contract accounting roles in New York City that would align with your salary and education requirements.

- Did you prioritize these requirements in any specific order?
 - <If yes> How so? (ex., based on Indeed filter results)
 - <If no or "based on the order presented", continue>
- Did you recheck if the job description after you got your filtered results?
 - <If, yes> Why?
 - <If no> Why not?

- How did you feel seeing the pool of jobs after selecting your filters?
- *Single Ease Questions:*
 - How easy was it to select filters to fit a job criteria?
 - Extremely difficult
 - Difficult
 - Neither easy nor difficult
 - Easy
 - Extremely easy
 - Was it clear to you that the job listings were becoming more narrow in scope as you layered filters?
 - Yes
 - No
 - Were you concerned about the accuracy of the filtered results?
 - Yes
 - No
- Single Ease Question follow-up:
 - Why did you find the process <what user answered>?
 - Why was the system successful or not successful?

Task 5

Relevant research objective: *Assess usability of Indeed's resume builder. Test usability against findings from heuristic evaluation.*

Scenario: You realize your resume is not on the mark for Applicant Tracking Systems used by big corporations, talking to a few industry experts they suggest you try the résumé builder provided by Indeed. You have your old résumé with all the updated content you want to translate onto Indeed's platform.

Task: Convert your old resume to an indeed resume. <<PDF will be shared with you.>>

- Were you able to successfully complete the task?
- Was any part of the resume building process redundant or unclear?
 - <If yes> What felt redundant or unclear?
- What do you expect to happen after you finish building your Indeed resume?
- *Single Ease Questions:*
 - How easy was it to use Indeed's resume builder?
 - Extremely difficult
 - Difficult
 - Neither easy nor difficult

- Easy
 - Extremely easy
- Was the process clear and easy to follow?
 - Yes
 - No
- Single Ease Question follow-up:
 - Why did you find the process <what user answered>?
 - a. Why was the system successful or not successful <based on user answer from 5 c.>? What could be improved to help you even more?

Task 6

Relevant research objective: *Assess ease of use of upload tools. Test usability against findings from heuristic evaluation.*

Scenario: After checking in with multiple colleagues and reading through multiple guides you make changes to your resume, you are confident that your resume represents you well. You are ready to upload your resume to Indeed and have easy access to it when applying for jobs. If Indeed suggests you to use their resume builder, you would prefer to use your own resume.

Task: Upload your resume to Indeed, add it to your profile. <<PDF will be shared with you.>>

- Were you able to find everything clearly to complete the task?
- Was there anything unclear about uploading your resume?
- *Single Ease Questions:*
 - How easy was it to complete the task?
 - Extremely difficult
 - Difficult
 - Neither easy nor difficult
 - Easy
 - Extremely easy
 - Was the process to complete the task clear to you?
 - Yes
 - No
- Single Ease Question follow-up:
 - Why did you find the process <what user answered>?
 - Why was the system successful or not successful <based on user answer from 5 c.>? What could be improved to help you even more?

Post-Task/SUS Questions

I have some questions for reflection as we wrap up our time together.

1. What do you think about this process you just went through?
2. How does what you just experienced with Indeed fare in comparison to what you're currently using?
3. Adjective rating scale (SUS): Overall, I would rate the user-friendliness of this product as:
 - ☐ Worst-imaginable
 - ☐ Awful
 - ☐ Poor
 - ☐ OK
 - ☐ Good
 - ☐ Excellent
 - ☐ Best imaginable
4. Adjective rating scale follow-up: Why did you give this score?
5. Anything else you'd like to add?
6. What's most appealing about this product?
7. What's the hardest part about using this product?
8. Was there anything surprising or unexpected about this product?
9. What could be done to improve this product?
10. Was there anything missing from this product that you expected?
11. Would you keep using this product after what you saw today?

Closing words/Thank You

These are all my questions for today.

Thank you very much for taking the time to speak with me. We'll be sharing your thoughts with our team. We're constantly trying to improve our processes and your input today has been really valuable. Please feel free to reach out or follow up if you have any additional questions or insights to share. We can't tell you enough about how much we appreciate your willingness to participate and share your experiences.

Thanks again!