

Internal Marketplace Test

(scroll down to see External MP Test)

Screening Questions:

1. What is your profession?
 - Preschool Teacher [Reject]
 - K-12 Teacher [Reject]
 - University/College Lecturer [Accept]
 - University/College Professor [Accept]
 - None of the above [Reject]
2. Have you been in a position to make a decision, individually or in a group, about the textbook to use for a course?
 - Yes [Accept]
 - No [Reject]
3. What subject field do you teach?
 - STEM (ie math, biology, chemistry, health sciences, etc) [Reject]
 - Social Science (ie economics, psychology, anthropology, etc) [Accept]
 - Arts & Humanities (ie languages, fine arts, history, philosophy, etc) [Reject]
 - Business (ie management, marketing, finance, etc) [Accept]
 - None of the above [Reject]

Intro text: Top Hat is a teaching platform that helps professors engage students and build comprehension before, during and after class. This includes the ability to use an interactive Top Hat textbook, where the professor can assign readings and questions, and the students can use the textbook within the Top Hat platform. Imagine that you are a university economics professor teaching a 100-level microeconomics course this semester. This is a new course for you, and you are looking for a textbook to act as a foundation for this course. You have used Top Hat to engage students in class, and you are evaluating whether to use a Top Hat textbook as your primary course material for the new microeconomics course.

Task	Learning Outcome
1. Log in to Top Hat using the following credentials: University: Michigan State University Email: test+9999@example.com	- Can they find the log in button on our site easily?

Password: password	
2. You are now in your 100-level microeconomics course for this semester. See if you can find a textbook to act as a foundation for this course. For each screen you visit, take a minute to look around and comment on what you see, what you think the screen is about and what you might do next.	<ul style="list-style-type: none"> - To discover if they can find the marketplace on their own. Are profs likely to find the marketplace if they're looking for content? - How does the user naturally browse the marketplace for their desired content?
3. If you haven't already, click on the Marketplace tab from your microeconomics course. If you are already in the Marketplace, click next.	Prompt is there to direct them in case they got lost.
4. Preview a textbook and comment on the textbook preview page. Is there enough info here to make a decision? What more would you like to see on this page?	<ul style="list-style-type: none"> - Is there enough information on the preview page for the user to choose to adopt our content? - What information does the user want to see about the book?
5. Is there anything that would stop you from adopting this textbook?	- Is there anything about our content/platform that would stop the user from considering the content further?
6. Decide on a textbook that you'd like to use for your microeconomics course. Comment on why this textbook stands out to you. Describe how you would determine if it's a good choice for your course.	<ul style="list-style-type: none"> - What do professors place a high importance on when deciding between textbooks? - What do professors consider when choosing a textbook?
7. How much does this textbook cost? How do you think the pricing structure works?	<ul style="list-style-type: none"> - Do users understand the concept of "student price"? - Can they gather that each student will have to pay the student price?
8. Add your chosen textbook to your course.	- Is the import flow intuitive?
9. If you haven't already, click "Back to Test Course". Take some time to explore the textbook within the platform. When you're done exploring, click next.	- Now that the textbook is in the platform, how does the user perceive it?
10. What value do you see in this textbook? How would you use this in your course?	<ul style="list-style-type: none"> - Does the user see value in the interactivity? - Do they notice the interactive components? - Would they use this textbook?
11. How did this experience compare to how	- How do professors usually adopt a new

you would normally adopt a textbook?	textbook? - Do they like the Marketplace adoption process? - How does our process compare with what they've done in the past?
12. How do you think the student accesses this textbook?	- Does the user understand that the student would be part of this platform and would have to join the course?
Follow Up Questions	
Had you heard of Top Hat previously?	- Does awareness of Top Hat affect the test outcome?
Would you consider using one of these textbooks yourself in your own course(s) (please explain why or why not)?	- Would the user use one of our textbooks?
What aspect of the site confused you?	- What is confusing about the marketplace?
How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?	- Is this something that they can see other profs at their school using?

External Marketplace Test

Screening Questions:

4. What is your profession?
 - [Preschool Teacher \[Reject\]](#)
 - [K-12 Teacher \[Reject\]](#)
 - [University/College Lecturer \[Accept\]](#)
 - [University/College Professor \[Accept\]](#)
 - [None of the above \[Reject\]](#)
5. Have you been in a position to make a decision, individually or in a group, about the textbook to use for a course?
 - [Yes \[Accept\]](#)
 - [No \[Reject\]](#)

6. What subject field do you teach?

- STEM (ie math, biology, chemistry, health sciences, etc) [Accept]
- Social Science (ie economics, psychology, anthropology, etc) [Reject]
- Arts & Humanities (ie languages, fine arts, history, philosophy, etc) [Reject]
- Business (ie management, marketing, finance, etc) [Reject]
- None of the above [Reject]

Intro: Imagine you are a university biology professor, teaching a class on human anatomy this semester. This is a new course for you, and you are looking for a good textbook to act as a foundation for this course.

Task	Learning Outcome
1. Without leaving this page, take some time to explore. What do you think you can do here? What do you think this site is about? Move on to the next task after this time has passed and you have finished answering these questions.	<ul style="list-style-type: none">- Does the user understand the purpose of the marketplace from looking at the home page?- Do we provide enough info on the home page?
2. What does this website offer? If you feel like you've answered this in a previous question, please expand upon it here.	<ul style="list-style-type: none">- Does the user understand what we are selling?- What is the depth of knowledge the user can gather from the home page? (ie that there's an active learning platform vs just textbooks for sale)
3. Find and compare biology textbooks that would be suitable for your human anatomy course. For each screen you visit, take a minute to look around and comment on what you see, what you think the screen is about and what you might do next.	<ul style="list-style-type: none">- How does the user search for what they're looking for?- Is the navigation intuitive?- Do people search or use the subject navigation?- Do people use the filters?- How do users compare textbooks?
4. Select a textbook to learn more about. Comment on the textbook information page.	<ul style="list-style-type: none">- What do they notice on the textbook information page?- Do they understand the information presented?- What are their initial thoughts on the textbook?
5. Is there enough info on the textbook page	<ul style="list-style-type: none">- Do we provide the user with enough

to make a decision to move forward with adopting this textbook? What more would you like to see on this page?	information?
6. Is there anything that would stop you from adopting this textbook?	- Is there anything that would stop the user from adopting the textbook?
7. Choose the textbook you believe to be most suitable for your course. Comment on why this textbook stands out to you. Describe how you would determine if it's a good choice for your course.	<ul style="list-style-type: none"> - What stands out about a textbook to the user? - How does the user assess textbooks for their courses? - What makes a user choose one book over another?
8. How much does this textbook cost? How do you think the pricing structure works?	<ul style="list-style-type: none"> - Is the user able to find the price? - Does the user understand that each student will have to pay the student price?
9. How do you think you would use this textbook in your course? How would the students use it?	<ul style="list-style-type: none"> - Does the user understand that the book is online? - Do they understand that there is the Top Hat platform behind it? - What level of understanding do they have of our features?
10. You want to view the textbook in its entirety and start using it. Without taking any action, describe how you would move forward with adopting this textbook. What do you expect to happen once you perform this action?	<ul style="list-style-type: none"> - Do they understand how to adopt the textbook? - What do they expect to happen once they click on "Preview in Top Hat now?" - Are they expecting Test Drive?
11. Click on Preview in Top Hat now and use the email usertest@tophat.com .	
12. Explore the content shown as you normally would. When you are done exploring, click next.	<ul style="list-style-type: none"> - How do they navigate through Test Drive? - What features do they explore?
13. What did you think of the Test Drive experience? What did you learn from it?	<ul style="list-style-type: none"> - Did the user enjoy Test Drive? - Did they understand the book in the context of the Top Hat platform?
Follow Up Questions	
When might you use this site?	<ul style="list-style-type: none"> - Would they use the marketplace? - Do they understand the purpose of the marketplace?

	- When would they adopt a new textbook?
Would you trust the information presented on this site? Why?	- Does the user trust our textbooks?
What aspect of the site confused you?	- What is confusing about the marketplace?
How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?	- Could the user see our textbooks being used at their school?