

# UXR Qualitative Studies for Structure V2 in August, 2024

**Status:** Approved by W3C reviewer (Kevin) on Aug 2, 2024

Past statuses: Shared with W3C & AGWG chairs on Jul 30, 2024 ; reviewed and approved for this step by the COGA TF during our meeting on Jul 29, 2024 .

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## Timeline

(the content in this section is **not** shared with participants)

- **July - August 21:** finish up 2 prototypes (Roy, Rachael, Lisa, Rain, and Nathan)
- **July 30-Aug 2:** get reviewed (approved!) by W3C / AGWG
- **August 5-13:** recruit
- \*August 12: Rain may ask everyone to re-push recruiting if we don't have enough people
- **August 21-September 6:** run ~16 qualitative user studies
- **September 6-20:** process results of studies and prepare recommended structure for discussion with a working group at TPAC

# Recruiting and study session plan

(the content in this section is **not** shared with participants)

- Recruiting will be done through a Google Form.
  - The only people who will be able to see the information in the Google Form itself will be the individuals who are running the interviews (Rain, Tiffany, Len, and Rachael). No one else will be able to see this content in any way that identifies individuals.
  - We will delete the form and its data after the interview phase is complete, at the end of September, 2024.
- We will request that **both the COGA Community Group and members of the COGA Task Force** send the link to the Google Form out through both their professional and personal networks on August 5th
  - We have [social media / outreach snippets ready for review by W3C](#)
  - We will ask for follow up outreach on August 12, one day before closing the form, **only if needed.**
  - **Friendly short link (bitly):** <https://bit.ly/content-usable-study>
  - **Google forms short link:** <https://forms.gle/zi4nn4e4cbdSLPdM9>
  - **QR code:** [download as a png](#)



- **Audio recording of Rain reading the intro text:**  
[https://drive.google.com/file/d/1i1IKRD8d1IEc4ZsyGMMv0JJA4yjpplw/\\_view?usp=sharing](https://drive.google.com/file/d/1i1IKRD8d1IEc4ZsyGMMv0JJA4yjpplw/_view?usp=sharing)
- On August 14, after our recruiting push, we will identify the participants we will reach out to, and then stack rank them to ensure a diverse range of individuals as we invite them to participate until we have reached as many participants as our interviewers can handle. For example, we currently have 4

interviewers, and might be able to expect each interviewer to do 3-4 interviews, so at the moment our capacity is 12-16 total participants.

- **Our goal will be a spread of individuals representing a range of experience, roles, and accommodation use.**
- Once we get all of the submissions in, we will then group the submissions by role and by accommodation, and select an equal number from each using random selection.
- This will help us get a list of individuals that ideally includes an even number of participants across various roles and accommodation usage.
- Before August 19, we will reach directly to the selected individuals to schedule them for interviews.
  - When we reach out, we will ask if any accommodations will be helpful during the interview, as well, so that we can make sure those accommodations are in place.
  - We will also ask the individual which they prefer, Zoom or Google Meet, and make sure that they are set up to use this tool ahead of the interview.
  - If it is helpful for the individual to have the interview protocol ahead of time, as well, we will provide them with the text ahead of time.
- Interviews will be held between August 19 and September 6.
  - Interview leads will include only individuals who have experience running user experience interviews: Rain, Len, Tiffany, and Rachael.
  - Any task force member can be a shadow. Known individuals who would like to shadow are: John K., [add here]
    - Note that each interview can have up to 2 shadowers, no more. We will aim to schedule for even distribution. This is out of respect for participants so that we don't overwhelm them with a large meeting.
  - Interviewers and shadowers will have a shared spreadsheet for capturing notes during the interview itself. Any personally identifiable information captured in those notes will be scrubbed before sharing with anyone not part of that interview group.

# Study recruiting form

## Intro and consent

Thank you for giving your time to help us make [Making Content Usable for People with Cognitive and Learning Disabilities](#) a more helpful document.

### Key points:

- We are updating 'Making Content Usable for People with Cognitive and Learning Disabilities' to improve usability, and would like your feedback on our proposed approaches.
- The study format will be a 40–60 minute interview on a video conference call.
- Participation in the study is voluntary and open to anyone over 18.
- Any personal information collected will be deleted and will not be published, though we may publish our general learnings on what makes the content more usable online.

**Listen** (an audio recording of Cognitive Accessibility Task Force Member Rain Michaels reading the information on this page out loud)

### Purpose of Making Content Usable

- 'Making Content Usable for People with Cognitive and Learning Disabilities' is a supplemental note, published by the [Cognitive Accessibility Task Force \(COGA\)](#), which is part of the [W3C \(World Wide Web Consortium\)](#).
- It provides recommendations and best practices that are not part of the [WCAG \(Web Content Accessibility Guidelines\) standard](#), but that help make technology easier to use for individuals with cognitive and learning disabilities and differences.

### Purpose of this study

- The first version of ‘Making Content Usable for People with Cognitive and Learning Disabilities’ was published in April, 2021.
- It was published as a long and detailed document, and is not as easy to use as we want it to be. We are now working on a new way to design this information that we hope better meets our own guidance. We’d like your help to determine if the designs we’ve created are meeting this goal.

### **What to expect**

1. **Duration:** This entire process will take from **40 minutes to an hour**, but we can also take breaks or stop at any time.
2. **Format:** We will **meet on a video conference call** (Zoom or Google Meet).
  - You can have someone with you if their presence will help you participate the way you want to. That is entirely your choice and our questions will be for you, alone, not for that other person.
  - Up to 2 or 3 people from the Task Force may join the call, but only one will be asking you questions. The others will be there to learn from you. They will have their cameras turned off and will only be listening.
3. **Tasks:** We will share a link with you of a new design for ‘Making Content Usable for People with Cognitive and Learning Disabilities’. We may possibly share 2 designs with you, if we have time.
  - We will ask you to go to the link in your web browser and show your screen using the meeting’s screen share functionality.
  - While you are sharing your screen, we will ask you to try to find specific types of information in the newly designed content, and to talk through what you are thinking while you are trying to find each piece of information.
4. **Questions:** Once you have completed these tasks, we will ask you a few more questions to learn more about your thoughts and feelings about the new design(s).

### **Participation is voluntary**

- Your participation is entirely voluntary; you may choose not to participate.
- If you decide to participate, you may change your mind, stop, or ask to take a short break at any time.

- If you do not want to answer a question, you may simply tell us you choose not to answer, and we will move on to the next question.
- You will not be compensated for participating.
- Participation is open to anyone over 18 years old.

### **Your personal information**

- We **will not keep any personally identifiable information** that connects your answers to you. Additionally, **all form submissions will be deleted** once we complete the studies at the end of September, 2024.
- The outcomes of the study, such as what approaches work and do not work well in the designs we share with you, may be published on the web and available to anyone. But your personal information will **not** ever be published. The only people who will see this are the [subgroup members](#) (researchers).

### **Interested study participants**

- A researcher will contact you by 1 September 2024 to let you know if you have been selected to participate in the study.
- For questions, you can email us at [w3c-coga@googlegroups.com](mailto:w3c-coga@googlegroups.com).

Thank you for considering participating in this important study! Your input will help make technology more accessible for everyone.

## Recruiting questions

Do you agree to participate in this study?

**Description text:** Agreeing to participate also means you understand the information above regarding the fact that your participation is voluntary. This does not waive your legal rights nor release the researchers from their legal and professional responsibilities to protect your privacy.

- Yes
- No

**Contextual:** if no, then the form ends here, "Thank you for your time. If you change your mind and would like to participate, you can come back and continue with this form[\[linked to edit response\]](#) in the future"

Preferred name: \_\_\_\_\_

How do you prefer we contact you?:

- Email
- Phone

**Contextual based on answer above:**

- Preferred email address: \_\_\_\_\_  
OR
- Preferred phone number: \_\_\_\_\_

What timezone are you in?: \_\_\_\_\_

When are usually the best times to contact you?: \_\_\_\_\_

What are your current roles? (*check all that apply*)

- Content creator, technical writer, and/or editor
- Designer (visual, interaction, content, motion, conversation, etc.)
- Engineer or developer
- Tester, analyst, or quality assurance
- Educator
- Academic and/or researcher
- Product owner
- Disability advocate
- Care provider
- Contributor to specifications or standards (example, a member of W3C)
- Personal interest in cognitive accessibility
- An individual with lived experience of cognitive and learning disabilities and differences
- Other (*with text box*)

How long have you been involved with or interested in cognitive accessibility?

(*optional*)

- Less than 1 year
- 1–3 years
- 4 or more years
- This does not apply to me

How long have you been involved with or interested in other types of accessibility, such as vision, hearing, and/or mobility? (*optional*)

- Less than 1 year
- 1–3 years
- 4 or more years
- This does not apply to me

How familiar are you with the document, ‘Making Content Usable for People with Cognitive and Learning Disabilities’? (*optional*)

- I’ve read all of it and refer to it regularly
- I’m aware of it and have some idea of its content
- I know about it but have not read it
- I’m just learning about it in through this study

**(optional)** Do you use any of the following accommodations? (check all that apply)

- Screen reader
- Text-to-speech
- Speech-to-text and/or dictation
- Switch device or similar
- Visual aids such as magnification, high contrast mode, or extensions that reformat text
- Other (*with text box*)

Would you like your name to be included in a general “thank you to our community” credit after the study is completed?

- Yes
- No
- Ask me later

Thank you for sharing your interest in participating! If you are selected, we will reach out to you no later than 1 September 2024.

Warmly,

The Cognitive Accessibility Task Force

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## Study protocol

- **TR style prototype:**
  - <https://bit.ly/coga-v2-tr>
- **Multiple page prototype:**
  - **Real html-based prototype:**
    - <https://bit.ly/coga-v2-pages>
  - **Image based semi-functional** – can use if you need to show more of what the design “should” look like with less than perfect functional implementation:
    - <https://bit.ly/coga-v2-figma>
    - Password: wcag-coga-september
    - Expires on Sept. 24
- **Video of Rain going through the prototypes:**
  - 📺 syj-ieaw-rrm (2024-09-03 15\_56 GMT).mp4
- **If the interview is on zoom:**
  - <https://w3c.zoom.us/j/89715784303?pwd=IptdaF4nrDwNyCvuaODkEAVjEgOs2t.1>
  - Meeting ID: 897 1578 4303
  - Password: 203105
- **Interview notes:**
  - Interview notes should be taken in the individual’s notes spreadsheet.

- [Each spreadsheet, a separate one for each interview, is linked from the participant list, in column H.](#)
- **Scheduling**
  - **✚ COGA Making Content Usable v2 2024 qualitative recruiting study (...)**
  - **✚ COGA Structure v2 user testing schedule - Aug-Sept 2024**

Hello \_\_\_\_\_, thank you for joining us today for this study.

My name is \_\_\_\_\_, and I have \_\_\_\_\_ and \_\_\_\_\_ with me, as well, who will be observing our conversation. They will have their cameras and microphones switched off. If you would prefer their cameras were on, please just say so.

***(Let the person you are interviewing know about your relationship with the script. If you are reading from it, let them know it is there to help you... etc.)***

Before we get started, there are two things I'd like to confirm with you.

- First, I'd like to double check with you to make sure that you still want to participate?
  - Do you have any questions about how we are using your information and how it will be deleted when we are done with the study?
- Second, my goal is to make you as comfortable participating as possible. It is absolutely fine to let me know that I need to change how I'm supporting you.
  - This also means that you can choose not to answer a question or do an activity we ask of you, and if you make that choice, we will move on to the next one.

Now I'd like to share a little more about what we are doing and why we are doing this.

- The Cognitive Accessibility Task Force is part of the World Wide Web Consortium, also known as the W3C, which publishes technology-related accessibility guidelines that are used all over the world as a baseline standard.

- Our task force is working on improving accessibility support in those guidelines that specifically benefit individuals with cognitive and learning disabilities and differences.

We published a first version of the 'Making Content Usable for People with Cognitive and Learning Disabilities' document in 2021, but now we are trying to make sure that our content is easier for people to read, understand, and use in their own work.

We have created two designs with ideas about how to make this more usable, and would like to understand how well those designs work for you when we ask you to complete some tasks.

Please know that we are testing our ideas, **not you!**

- Our goal is to find out if these designs are actually easy to understand and meeting your expectations.
- There are no wrong answers or opinions, and we will take any reactions you share with us as a gift we can learn from.
- If at any point you want to stop this conversation, you are completely free to do so. Just let me know. We will thank you for any time you've given us.

Are you ready to start?

Okay, thank you!

First, I'd like to ask you a couple more questions about you.

- Can you tell me more about your role (or what you do as a volunteer/etc.)?
- **(if they haven't used the document)** How do you think you might use the information in a document about making content usable for people with cognitive and learning disabilities and differences?
- **(Or if they've used it)** Can you give me an example of a time that you used the document in the past, what you were looking for, and did you find what you were looking for?
  - **(If yes)** Can you tell me how you used what you found?

- **(If no)** Can you tell me what you ended up doing to try to find what you were looking for instead?

Thank you! Okay, now I'm going to send you a link and ask you to open it in a new browser window.

- *Might have to help them know what to do.*

Got it? Great. Now can you please share your screen with me?

- *Might have to help them with screen sharing!*

Okay, now that you have this page up, please explore what you have landed on. Even though this is a prototype and a lot of stuff won't work yet, there are many parts that are clickable, so please feel free to try things out. Please think out loud as you are exploring.

- *Give them 2-3 minutes to explore*

Thank you! Now I'm going to ask you to perform a few tasks. As you do so, please think out loud as much as possible so that I can understand your approach.

***(While going through these, pause between each question. Follow the person's lead and give them time. If they seem like they might need the question repeated, ask them "would you like me to say that again?")***

1. You are looking at the first screen that has come up and trying to understand what you have landed on.
  - a. What are your expectations of this document based on what has come up?
  - b. What is the first thing you think you would do on this page?
2. Imagine you are someone who is responsible for a team that will be building a product, and have been asked by leadership to make sure that your team is considering cognitive accessibility.
  - a. What would you do first on this page?

- b. Why?
3. Imagine you are a designer who has been told that people are having a hard time picking the option they want in the select list that you have designed, because they don't understand the options.
- a. What would you do?
  - b. Someone has told you that in order for your design to be accessible, you need to "pair icons and words". You want to better understand what is meant by pairing icons and words.
    - i. What do you do to try to figure this out?
    - ii. What are you learning from the information you have found?
4. Imagine you are trying to put together a proposal for a product idea that you will be sharing with someone who might be able to give you funding. You want this product to be successful for individuals with cognitive and learning disabilities and differences.
- a. How would you use this document?
  - b. What would you look for?
  - c. What is your reaction to what you are finding?

Thank you so much. Would you be willing to try this with one more possible design?

*(Follow their lead! They may need a break.)*

Now I'm going to send you another link **{REPEAT!!!!}**

Thank you so much for all of your thoughts along the way. I learned a lot about how we might make this document better from listening to you and watching what you did to address the tasks I gave you.

If you are up for it, I'd like to ask you a few more questions.

Overall, what are your thoughts about the design(s) for the document you were asked to find information in?

- Why?

Is there something you were hoping you would be able to get from the document that wasn't part of what I shared with you?

- Why or why not?

How do you think you might use these documents?

*{{{If time and relevant}}}* If you know the current version of 'Making Content Usable for People with Cognitive and Learning Disabilities', can you share your thoughts on how the content layout has changed in the new version?

- Are there ways in which we are still not doing enough?

And that's it! Thank you so much for your time and thoughtful participation!

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## Social media posts

QR code for anyone who wants to use it:



## Small text (280 char limit)

We need your help to improve 'Making Content Usable for People with Cognitive and Learning Disabilities'! Give us feedback in a 40–60 minute interview between 19 Aug and 6 Sept. Sign up by 13 Aug at [bit.ly/content-usable-study](https://bit.ly/content-usable-study) #accessibility #usability

OR

Help us make 'Making Content Usable for people with Cognitive and Learning Disabilities' easier to use! We are looking for individuals who are willing to spend from 40 minutes to an hour with us to give us feedback on our new structure and design. Interviews will take place between 19 August and 6 September. Sign up by 13 August at [bit.ly/content-usable-study](https://bit.ly/content-usable-study) #accessibility #usability

## Larger post (e.g., larger linked in or facebook post)

### **Calling all content creators, designers, tech professionals, and people generally interested in cognitive accessibility!**

We need your help to make 'Making Content Usable for people with Cognitive and Learning Disabilities' more usable and useful!

### **Join our study!**

Share your insights in a 40–60 minute interview between 19 August and 6 September. Your feedback will help shape a more accessible and inclusive digital landscape.

### **Who are we looking for?**

Individuals of all abilities, diverse technology backgrounds, and content creation roles.

### **Sign up by 13 August at [bit.ly/content-usable-study](https://bit.ly/content-usable-study)**

Let's collaborate to make content truly usable for everyone.

#accessibility #usability

## Email outreach to a specific organization

Dear **[person you are emailing]**,

I'm reaching out to you about my work with the W3C Cognitive Accessibility Task Force. We are currently conducting user studies on the usability of our resource, 'Making Content Usable for people with Cognitive and Learning Disabilities.'

I believe that the people you work with **[in your organization/community group/network]** would be excellent participants who could provide us with valuable insights. We are conducting 40–60 minute interviews between 19 August and 6 September, which we will schedule to fit participants' availability.

Your colleagues' diverse perspectives will be invaluable in helping us refine the structure and design of our resource to better meet the needs of individuals with cognitive and learning disabilities.

If you think this would be of interest to your colleagues, please share the sign-up link with them: [bit.ly/content-usable-study](https://bit.ly/content-usable-study)

The deadline to sign up is Tuesday 13 August.

Thank you for your time and consideration.

Sincerely,

**[your name]**