



Usability Test Kit

For: The Association of Washington Cities

URL: www.awcnet.org

Research Team: Andy Meyers, Christopher Moreno, Evan Smyth, Dorie Lincoln

ITC 298 - UX Research Methods

Consent Form - Dorie

Pre-Test Questionnaire - Dorie

Moderator Task List & Task Cards - Andy

The Test Script - Christopher

Post-Test Questionnaire - Andy

Notes Form - Evan

Collection of Research Data / Consent Form

You are invited to participate in a usability testing analysis for a research study on the user experience of the Association of Washington Cities website.

From the information collected and studied in this project, we are hoping to improve our understanding of how the general public uses the website to find and use information.

Procedures: With your permission we would like you to participate in a usability testing session.

In this session you will be asked to:

- How easy is it to find a full time job in Engineering through Job Search
- Finding a legislative bill about the Cannabis Patient Act
- Create a new user profile

Video and audio of the session will be recorded using Google Hangouts.

Risks & Benefits: There are no anticipated risks associated with this study. We can not and will not guarantee that you will receive any benefits from this study.

Time & Involvement: If you agree to participate, your participation in the study will not require more time from you other than this instance where this study is explained to you. This session will last approximately 60 minutes.

Participants Rights: If you have read this form and decided to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time. Your identity will not be disclosed in any published or written material resulting from this study.

Authorization to Use Your Survey Results for Research Purposes: Because information about you is personal and private, it generally can not be used in a research study without your written authorization. If you sign this form, it will provide that authorization.

This document is intended to inform you about how the video and audio of your usability testing session and survey results information will be used to disclosed in the study. Your information will only be used in accordance with this authorization form and the informed consent form and is required or by law.

Please read the following carefully prior to signing this authorization form:

1. This research project seeks to improve our understanding of how the general population uses the Association of Washington Cities information as it relates to a student's educational experience at SCC.
2. You do have to sign this authorization form. But, if you do not, you will not be able to participate in this study.
3. If you decide to participate, you are free to withdraw your authorization regarding the use and disclosure of survey results information at any time. After any revocation, your survey results will no longer be used or disclosed in the study, except to the extent that the law allows us to continue using your information. (eg. necessary to maintain integrity of research)
4. If you revoke your authorization for the research use of disclosure of your survey information in this study, you must do so in writing.
5. Your name from this research study will be disclosed to the researcher and team only.
6. Audio and video from the session will be disclosed to the researcher, research team and stakeholders of the website only.
7. Post test data analysis will be disclosed to the researcher, research team and stakeholders of the website and be published anonymously on the researcher's website only.

The following researchers are authorized to use your survey results information in connection with this research study as described above:

Andy Meyers, Dorie Lincoln, Christopher Moreno, Evan Smyth-
Web Design / Development Students at Seattle Central College

Name of Participant (please print)

Signature of participant / Date

Pre Test Questionnaire

Date:

Participant #:

This questionnaire is an opportunity for the facilitator to know the participant while also gathering additional data which may or may not be used during analysis.

This questionnaire will be moderated by the facilitator.

1. Observed Gender: Male Female
2. Area of Study:
3. How much longer until you finish your program?
4. What do you want to do when you graduate?
5. How often do you use a website to find information on the Government?

Moderator Task List

Task 1: Job Search

Starting from the home page (without using the search bar), find the AWC JobNet page and search for all available jobs that match the following criteria: in-state, engineering, and full-time.

1. On the homepage, click on the JobNet button located in the right sidebar
(Alternative: Click the Services tab on the main menu, then click on "Post on JobNet")
2. On the JobNet page, choose "Start Job Search"
3. On the page drop down menus choose the following:
Region: In-State
Job Category: Engineering
Employment Type: Full-Time
4. Select the "Search Jobs" button to view results

View list of available jobs that follow search criteria.

ETA: 4 minutes

Task 2: Bill Info

Starting from the home page (without using the search bar), find the overview of a recently passed Senate bill titled, The Cannabis Patient Protection Act.

1. On the homepage, click the "Data & Resources" tab on the main menu.
2. Under the headline, "Resources by topic", click on Marijuana legalization.
3. From the list of articles, click "A summary of Senate Bill 5052, The Cannabis Patient Protection Act."

View a PDF version of Senate Bill 5052

ETA: 3 minutes

Task 3: Create User Profile

Starting from the home page (without using the search bar), create a new user profile.

1. From the homepage, click the Login button in the top-right utility menu.
2. Under “New User?” headline, click the “new user profile here” link
3. Fill in all required fields found on the page, denoted with an asterisk
4. Click the Submit button
5. From the login page, enter your chosen username and password
6. Click the Login button

Name should appear in top right corner of screen, indicating a successful login

ETA: 5 minutes

Participant Task List

Task 1: Job Search

Starting from the home page (without using the search bar), find the AWC JobNet page and search for all available jobs that match the following criteria: in-state, engineering, and full-time.

Task 2: Bill Info

Starting from the home page (without using the search bar), find the overview of a recently passed Senate bill titled, The Cannabis Patient Protection Act.

Task 3: Create User Profile

Starting from the home page (without using the search bar), create a new user profile.

Moderator Test Script

Moderators:

Andy Meyers, Christopher Moreno, Evan Smyth, Dorie Lincoln

Test Session Overview:

“Hello and welcome to our usability test of [awcnet.org], the website of the Association of Washington Cities. I’d like to thank you for participating in our study today.”

“My name is _____ and I’ll be the moderator for today’s test. I’ll be guiding you through a set of three tasks and taking notes as you go along.”

“This usability test, in total, will last for approximately an hour. You as the participant will be seated here at this computer, [*ask participant to take a seat*] while I will watch and taking notes.”

“As you know, we’ll be looking at the AWC website today. Your participation and feedback is greatly appreciated, because it will help us understand how to improve the site in the future.”

“Now, I would like to describe the session to you.”

“First, I want to emphasize that **we are not testing you or your abilities** – we are testing the AWC website, so do not worry about your performance.”

[*show participant the website*]

“Secondly, we are interested in your feedback about all aspects of your experience during this session, so you should feel free to comment about anything about the site. (This might include site organization, buttons, navigation tools, terminology, graphics, colors, or layout.)”

“I would like to also inform you that we will be recording your interaction with the website as well as the conversation during this session. This will allow us to study your interaction with the website in greater detail.”

“In order to conduct this study, we ask that you sign a consent form”

[hand participant the consent form]

“Please read this form carefully before signing and let me know if you have any questions.”

[participant returns the consent form] “Great... thank you!”

“I will also need you to fill out this questionnaire to obtain some basic information about you.”

[hand participant the questionnaire]

“Let’s take a moment to fill this out. Please let me know if you have any questions.”

[participant fills out and returns the questionnaire]

“Great... thank you!”

Getting Started

“Now, let’s get started!”

“First, let me now describe what we are going to do...”

“During this session, I will be asking you to perform some tasks on the AWC website.”

“I please ask that you **think aloud** while you are performing these tasks on the website.”

“By asking you to think aloud, I am asking you to simply tell me what you are looking at, what you are thinking, and why you are doing something while you use the website.”

“The purpose of thinking aloud is to give me an understanding of your thought process and give us insights on how to improve the website.”

“Let me demonstrate how easy it is to think aloud while I perform a task on Facebook.”

[Facebook demonstration]

“During this session, you may ask for help clarifying a specific task, but I may not be able to answer questions about how to complete the task because I want to replicate, as closely as possible, how you would use the site if I were not here.”

“Once we are done with the list of tasks, I will also be asking you some questions about your experience with the AWC website.”

“If you wish to stop the session at any time you are free to do so.”

“Again, I thank you for your time and your participation. We appreciate it.”

Performing Tasks

“Now, I will be giving you 3 specific tasks that we’d like you to complete on the website.”

“I have each of the tasks written on these cards.”

[show participant the cards]

“During these tasks, I will be sitting here with you...”

“Again... remember that **we are not testing you or your abilities** – we are testing the AWC website.”

“Please also remember to think aloud while you are performing these tasks.”

[read each task aloud to the participant from the cards — remind them to keep talking during each task]

“Great! Thank you... that concludes the tasks section of this session!”

Post Test Interview

“I would now like to ask you some question about your experience with the website.”

[present the post-test questionnaire to the participant and record/collect their answers]

“Great! Thank you... that concludes the session!”

“Again... we appreciate your participation in this study! This will definitely help us in the redesign of the AWC website.”

“Thank you very much!”

[escort participant out]

Post-Test Questionnaire

1. Please rate the AWC website by circling your agreement with the following statements:

Overall, it was easy to find my way around the website.

Strongly Agree Agree Neither Disagree Strongly Disagree

Overall, I am satisfied with the amount of time it took to complete each task.

Strongly Agree Agree Neither Disagree Strongly Disagree

Overall, I am satisfied with the ease of completing each of the three tasks.

Strongly Agree Agree Neither Disagree Strongly Disagree

The website effectively communicates the AWC's identity.

Strongly Agree Agree Neither Disagree Strongly Disagree

The website is well accommodating for first-time visitors.

Strongly Agree Agree Neither Disagree Strongly Disagree

Website navigation was well organized and easy to use.

Strongly Agree Agree Neither Disagree Strongly Disagree

It is easy to remember the pathway to reach a destination page.

Strongly Agree Agree Neither Disagree Strongly Disagree

Terminology found on the website was clear and easy to understand.

Strongly Agree Agree Neither Disagree Strongly Disagree

Page content was organized to show a hierarchy of information.

Strongly Agree Agree Neither Disagree Strongly Disagree

2. On a scale from 1 to 5, please rate the following areas of the AWC website:

Ease of Site Navigation (1 - very difficult, 5 - very easy)

1 2 3 4 5

Organization of page content (1 - very confusing, 5 - very clear)

1 2 3 4 5

Overall aesthetics of AWC website (1- very dull, 5 - very pleasant)

1 2 3 4 5

Overall experience with AWC website (1- very frustrating, 5 - very satisfied)

1 2 3 4 5

3. Please describe any areas of the AWC website that you feel could use the most improvement.

4. Please describe any areas of the AWC website that worked well, or you were satisfied with.

