

Structure Review for Content Usable Data Collection Plan

Prepared for COGA TF Meeting on May 26, 2022

Subgroup: <https://www.w3.org/WAI/GL/task-forces/coga/wiki/Subgroups/Structure>

The plan here represents the work that will happen **before** we begin determining the new structure for Content Usable v2. We will go into thinking about the structure with solid information, user stories and needs, and a full gap analysis between what we have, and the needs that aren't being met.

What we want to know?

- Who is using Content Usable, and how are they using it?
 - What, specifically, are people looking for when they open Content Usable?
 - How easy/hard is it for them to find what they are looking for?
 - What strategies do they use to find what they are looking for?
 - What do people perceive is missing from Content Usable even though it is already part of the material?
- What challenges are people facing when using Content Usable?
- What challenges are people facing when trying to advocate for or implement Content Usable in their work?

Survey draft:  UXR quantitative survey re Content Usable v1

Guidance from COGA Community Group researchers:

1. Start by segmenting the groups, which can then streamline the questions and how they answer them. Keep in mind that these segments can help with the analysis of the answers.
2. If someone is a frequent user, can give them more open ended questions.

3. Infrequent user will need more closed questions because they aren't likely to have the information needed for open questions.
4. Think about an unmoderated user study with some users as well, so ask if people would be willing to participate.
5. Luke Remy can also give guidance on the quantitative part.
6. Are there incentives? (probably not because that would require a budget) This means we may need to keep survey shorter. Maybe consider a really short survey and then have a question to ask users if they would be willing to talk with us... Also helpful for the open ended questions because it's easier for people to talk through they why.
7. Make sure to do a cognitive walkthrough of the survey (one moderated walkthrough) to make sure the questions we are asking are really the ones we are intending to ask. Can be someone who didn't create the survey/session. Doesn't need to be ideal user.

How do we plan to figure this information out?

User research

- Publicly promoted survey
 - There are a couple of trained UX researchers in the Community Group who we might want to enlist for help in creating and disseminating an effective survey, as well as performing quantitative and qualitative analysis
 - Socialize the survey through W3C, social media, and professional relationships
- Outreach and informal interviews
 - Also enlist the Community Group for help with this
- Proactively explore tags on social media and review what people are saying, and collect that data for a qualitative analysis
 - Example:
https://twitter.com/w3c_wai/status/1509595499283816451/retweets

- Find out from W3C what data we have on how documents are currently being used, how much, where are people clicking from

User definition and needs analysis

- Create profiles of people using Content Usable
 - We currently expect that the following types of people use (or could benefit from using) Content Usable:
 - UX Designers (interaction, visual, motion, conversation, audio)
 - UX Researchers
 - Engineers
 - Testers
 - Including testers with lived experience
 - Content Developers (product owners)
 - Academics (including professors teaching human computer interaction)
 - Instructional designers and special education teachers
 - Advocates
 - AG and APA, as well as others writing specifications and standards
- Create user stories and journey maps for our **actual users** once we determine who they are, so that we can base restructuring concepts off of the use cases
- Create user stories and journey maps for the **people we learn aren't using Content Usable who should be**, so that we can try to figure out how to bring them in

Information architecture review

- Do an information architecture map of the formal W3C note
- Do an information architecture map of the Supplemental Guide
- Perform a gap analysis between the two
- Perform a gap analysis between the existing work and what we learn our users need through the research and needs analysis

- Determine what content actually exists that people perceive does not yet exist so that we can assess why it isn't being found

What is our timeline?

According to our Timeline for v2 of Content Usable, our target KPI is to have the structural changes agreed upon and documented in a COGA TF working space by the end of April, 2023. This proposed timeline supports this goal:

Jun-Jul 2022	Aug-Sept 2022	Oct-Dec 2022	Jan-Feb 2023	Mar-Apr 2023
User research phase	User definition and needs analysis phase	Information architecture review	Determine new structural recommendations and document them for the COGA TF	COGA TF review, and iteration based on feedback, to finalize by end of April, 2023