UXR quantitative survey regarding Content Usable v1

For reference: 📄 Data collection plan [coga structure subgroup] , which includes what we want out of the survey.

As of July 7, 2022: The form is now published and collecting responses:
- Link to the form: bit.ly/content-usable-v2
- Link to responses spreadsheet:
  📊 COGA Content Usable v2 Feedback Gathering Survey (Responses) , actual form (access restricted to COGA TF members)

——————————————————
Drafting space

Quant Survey (far reaching)

Notes from quant researcher:
- Should expect biases in the respondents. Will want to pay careful attention to the responses to "what are your current roles" to understand that bias. People will self-select to those who care the most.
- Unless we get good numbers, we may not be able to do much in comparisons between groups. A couple dozen is too small of sample size. But we may be able to say "this group in general was more likely to be able to do…"
- A self-select survey is going to capture the groups that are most motivated to give feedback. In a perfect scenario, we would know the relative distribution of the roles out in the world of who is using these, and then want to make sure

that we are getting respondents (thought a survey recruitment) to make sure that we achieve parity in respondents with the actual usage)

Introduction

[to be written, introduces survey takers to the purpose of the survey]

— DESCRIPTION OF DOCUMENT —

What are your current roles?
(Check all that apply)
- Content creator and/or editor
- Designer (visual, interaction, motion, conversation, etc.)
- Engineer or developer
- Tester, analyst, and/or quality assurance
- Educator
- Academic and/or researcher
- Product owner and/or publisher
- Advocate
- Care provider
- An individual who writes specifications and standards (example, member of a W3C working group)
- An individual with lived experience of cognitive and learning disabilities or differences
- Other
  - Freeform text field

What age group are you most focused on?
(Check all that apply)
- 65 or older
- 35-64

- 18-34
- 11-17
- 6-10
- Under 6
- Does not apply

[make each of these separate questions for accessibility] How long have you been involved in _ _ _ _ _ accessibility?:
(Rating scale for each is Less than 1 year, 1-3 years, 4 years or more)
- Cognitive
- Vision
- Hearing
- Mobility
- Communication

Have you read the *****entire***** document, **Making Content Usable**? (Please answer honestly, there is no judgment :))
- Yes, I've read all of it
- I've read most of it
- I've only read a little bit of it
- I haven't read any of it yet

How often do you refer to **Making Content Usable**?
- Regularly
- Occasionally
- I only looked at it once
- I haven't used it

[Conditional: if "Regularly" or "Occasionally"]

What do you usually look for when referencing **Making Content Usable**?
- Long text area field

How often are you able to find what you are looking for in **Making Content Usable**?

- Always
- Most of the time
- Half the time
- Less than half the time
- Rarely or never

(optional) If you would like to say more about whether or not you are usually able to find what you are looking for, we welcome your input:
- Freeform text field

(optional) How have you used **Making Content Usable**?
(Check all that apply)
- When planning user experience research
- As a design guide
- As a testing guide and/or to perform a heuristic analysis
- As a learning tool
- As a teaching tool
- As a reference in a paper/presentation/pitch
- To advocate for a change at work
- When figuring out strategy
- For writing organizational or legal policy/guidelines/principles
- Other
    - Freeform text area to add more detail

(optional) When do you use **Making Content Usable** in your process?
(Check all that apply)
- Project approval
- Project planning
- Project design
- Project development/implementation
- User research and validation phases
- After release
- Other
    - Freeform text area to add more detail

(optional) Is there anything you would like **Making Content Usable** to include that you haven't been able to find in the document (please explain if possible)?

- Long text area field

[Conditional if "Once"]

What were you looking for when you opened the document (it's okay to say you don't remember)?

- Long text area field

Were you able to find what you were looking for?

- Yes
- No

(optional) If you would like to say more about whether or not you found what you were looking for, we welcome your input:

- Freeform text field

(optional) Do you think you'll use **Making Content Usable** again?

- Yes
- No

(optional) If no, why not? Please explain what would help you use it again:

- Long text area field

[Conditional: New users]

What do you hope to learn from **Making Content Usable**?

- Long text area field

[HTML field]
Description of making content usable [needs to be written]

Based on the description, do you expect **Making Content Usable** to be useful in your work?

- Yes
- No

(optional) Please explain why you expect the document to be (or not be) useful in your work:

- Long text area field

Conclusion

(optional) Is there anything you'd like to add about your experience with **Making Content Usable**?

- Long text area field

How did you initially learn about **Making Content Usable**?

- From other W3C/WCAG content
- A colleague
- A classroom or educational program
- A social media post
- Other
  - Please tell us where (text field)

Are you aware of or interested in any of the following additional documents from the W3C Cognitive Accessibility Task Force, which published "Making Content Usable"? (Check all that apply)

- Cognitive Accessibility Roadmap and Gap Analysis (https://www.w3.org/TR/coga-gap-analysis/)
- Cognitive Accessibility Issue Papers (https://w3c.github.io/coga/issue-papers/)
- Cognitive Accessibility User Research (https://www.w3.org/TR/coga-user-research/)
- Gap Analysis - Dyslexia (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/Dyslexia)

- Gap Analysis - Aphasia
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/aphasia)
- Gap Analysis - Non-vocal
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/non-vocal)
- Gap Analysis - Aging and Dementia
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/Aging_and_Dementia)
- Gap Analysis - Down syndrome
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/ds)
- Gap Analysis - ADD/ADHD
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/ADHD)
- Gap Analysis - Autism
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/autism)
- Gap Analysis - Dyscalculia
  (https://www.w3.org/WAI/GL/task-forces/coga/wiki/Gap_Analysis/Dyscalculia)

Would you be willing to have a followup conversation with us?
- Yes
- No

[CONDITIONAL: if "Yes"] What email address should we use to coordinate a conversation with you?
- Email address field (if we can auto populate, do)

Lastly, we are seeking a diverse group of survey takers to help us understand how well Making Content Usable meets a broad range of needs. To help us reach this goal, will you answer a few more questions about yourself?
- Yes
- No (CONDITIONAL: if no, form is done :))

[CONDITIONAL: if willing to share more]

Questions about you

(optional) What country are you located in?

- Freeform text field

(optional) Are there particular accommodations that you use? If so, please check all that apply

- Screen reader
- Text-to-speech
- Speech-to-text
- Switch device or similar
- AAC device
- [keep adding]

(optional) [reword] Is someone helping you fill out this form today?

- Yes
- No

(optional) If you are actively engaged in an organization as a leader, employee, or volunteer, what type(s) of organization are you working with?
(Check all that apply)

- Tech
- Non-tech
- Education
- Government
- Non-profit
- For profit
- Other
  - Freeform text field

(optional) What is your age?

- 65 or older
- 55-64

- 45-54
- 35-44
- Under 35

(optional) How long have you been actively involved with digital accessibility?
- 10+ years
- 4-9 years
- 2-3 years
- Under 2 years
- Digital accessibility isn't something that I work on

Qual Questions (followup)

For those who say they would be willing to have a conversation with us, areas where we may want to probe further (still need to write these questions for effective research and to ensure we aren't leading the individual):

1. Any questions that arise from their responses to the survey
2. Ask for more detail on how they use it
3. How easy/hard is it for them to find what they are looking for?
4. What strategies do they use to find what they are looking for?
5. What challenges do they face when trying to advocate for or implement Content Usable in their work?

Other surveys or data we might want to collect after this first survey

About Research documents

- (see https://docs.google.com/document/d/1XEd6CaM2PVe2NVMmylCGwpSRmaIZPBGeM5CyJxkswFQ/edit#)
- How might you use this research?
- What topics are / were used?
- How important was this research to you?
- How important is it that this research is updated?
- What additional topics or information would you like to see?
- Does it matter if the research was an official W3C Note versus a Wiki Page?

REMOVED QUESTIONS:

not relevant to the question

~~What is your employment type?~~
- ~~Full time employee~~
- ~~Part time consultant~~
- ~~Independent consultant~~
- ~~(need to add more, not complete)~~