

Purpose: Our purpose is to test how users navigate an online portal that the Millie Group would use for Partner School Program registration and services.

Goal: Users should be able to create an account, request a custom event on the topic 'Intro to AI', schedule an event for May 25th, and communicate that event's information to their students in under 5 minutes with less than 5 errors.

Logistics: The test will be conducted via moderated remote tests.

Persona: 45, London, UK, School Counselor

Tasks:

- Sign up for a new account and select A-Level, American, and IB for your curriculum
- Attach a school profile and school logo to your account
- Request a custom event on the topic 'Intro to AI'
- Schedule an Intro to AI event for May 25th, 1:00 pm ET
- Share that event's information with your students

Metrics: Errors made, hesitations, time to complete tasks, number of errors/misclicks

Opening Script: Hi, _____! Thanks so much for agreeing to talk to me today. I greatly appreciate it. To tell you a little bit about me, my name is _____, and I'm studying user experience design at General Assembly. What I'm interested in today is how you navigate an online portal that we're designing for the Millie Group. Everything we talk about today is completely confidential and won't be shared with anyone outside of our own internal research team. Before we begin, do you have any questions for me? Do you mind if I record our session for my notes? Thank you.

I'm testing the product, not you. As you go through the process, I ask that you think out loud, even if you're unsure of what's happening. Focus on explaining what you think is happening, not on how you would fix it.

Closing Script: Is there anything we haven't touched on or that you'd like to discuss? Do you have any questions for me? The next steps will be _____, and I'll be using this information to help make further improvements to the design. [Exchange contact information here] Do I have your permission to contact you again? If you need to contact me, please feel free to call me at _____, or via email at _____.

Scenario/Description:		
Participant #: 1	Date: 5/3/2022	Observer: Alia Hatch and Ayanna House
Actions Performed	Time	Comments
<i>Sign up for a new account and select A-Level, American, and IB for your curriculum</i> ☒ Yes ☐ No	03:02.25	Errors: Hesitations:
<i>Attach a school profile and school logo to your account</i> ☒ Yes ☐ No	02:10.70	Errors: Hesitations:
<i>Request a custom event on the topic 'Intro to AI'</i> ☒ Yes ☐ No	01:06.50	Errors: Hesitations:
<i>Schedule an Intro to AI event for May 25th, 1:00 pm ET</i> ☐ Yes ☒ No		Errors: Hesitations:
<i>Share that event's information with your students</i> ☒ Yes ☐ No	02:12.92	Errors: Hesitations:

Thoughts:

- "A bit confusing when you say 'schedule'" (re: task #4)

Notes: total time: 08:32.38

- Task #2 - when they got to Additional Comments section, they wanted the ability to enter additional comments (prototype design decision)

- Task #4 - the user went back to Custom Events page - “A bit confusing when you say ‘schedule’”; when asked about this further, the user commented that the wording of the instructions could’ve led to a culturally different understanding of the instruction
- The user was most impressed by the ManageBac integration feature (their school uses ManageBac); they also mentioned Toddle, a competitor for ManageBac (they’re currently in a focus group to see if they want to make a shift); user also utilizes Google Classroom for upper levels and Seesaw otherwise
- User sends a newsletter to their students every Friday, copies and pastes Millie events to the newsletter
- User commented that it’s more effective for them to feature events at general school assemblies (works better when they explain more detail to the students)
- User hasn’t measured engagement, how many attend Millie events
 - Millie Newsletter sent to students who sign up
- Messaging feature - user would use it to message individuals or a specific cohort instead of sending it everyone (they curate what they want to promote)
- User finds Millie “very modern”, “cute”
- User thought the prototype was “very good” and has “visual appeal”

The user was quite flustered at the beginning of the test; the user isn’t comfortable with technology and required assistance with learning how to share their screen. We also had to keep reminding the user that they were using a prototype and not a fully clickable, customizable website version. However, once they got through the initial profile-creation tasks, they relaxed more and felt more comfortable navigating the prototype. (Alia Hatch)

Scenario/Description:		
Participant #: 2	Date: 5/3/2022	Observer:
Actions Performed	Time	Comments
<i>Sign up for a new account and select A-Level, American, and IB for your curriculum</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Attach a school profile and school logo to your account</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Request a custom event on the topic 'Intro to AI'</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Schedule an Intro to AI event for May 25th, 1:00 pm ET</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Share that event's information with your students</i> ☐ Yes ☐ No		Errors: Hesitations:

Thoughts:

Notes: total time:

Scenario/Description:		
Participant #: 3	Date: 5/3/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Sign up for a new account and select A-Level, American, and IB for your curriculum</i> ☒ Yes ☐ No	00:22.00	Errors: Hesitations:
<i>Attach a school profile and school logo to your account</i> ☒ Yes ☐ No	00:41.73	Errors: Hesitations:
<i>Request a custom event on the topic 'Intro to AI'</i> ☒ Yes ☐ No	00:48.06	Errors: Hesitations:
<i>Schedule an Intro to AI event for May 25th, 1:00 pm ET</i> ☐ Yes ☒ No		Errors: Hesitations:
<i>Share that event's information with your students</i> ☒ Yes ☐ No	1:47.37	Errors: Hesitations:

Thoughts:

- "What's that?" (re: ManageBac button in task #5)
- "Who's going to view this calendar?" (re: task #4)
- "Very straightforward and easy." (re: portal navigation and use)

Notes: total time: 03:33.18

- Task #4 - went to free events; user thought it was the most straightforward option to accomplish

the task

- Task #5 - user would ordinarily take the web link and send it via email
 - Also uses Firefly (school's intranet system), but she has doubts about whether the students would use it to access info about Millie events
- User doesn't use ManageBac, they use Unifrog and Morrisby
- Doesn't use Google Classroom, uses OneNote, Teams, Sharenote (mostly among teachers)
- "Who's going to view this calendar?" (re: task #4) - I asked the user what she would use the calendar for if she used it. User remarked that they have a school diary and use their own calendar
 - User would also prefer to enter their own time slots (has a packed schedule during the day, sometimes events run over)
- The user would prefer a front screen (landing page) with upcoming event shown prominently
 - Page is "colorful, captures attention", would "capture the attention of millennials"
- User doesn't think there would be much student engagement with the portal (future iteration feature)
 - "Out of sight, out of mind" - they need reminders
 - (built a notification feature in the prototype, but it wasn't clickable, not sure if the user noticed it outside of the context of the tasks we gave them to complete)
- User expressed concern that it would be "another portal to look at", would need to be able to integrate it with current modes of communication

Scenario/Description:		
Participant #: 4	Date: 5/3/2022	Observer:
Actions Performed	Time	Comments
<i>Sign up for a new account and select A-Level, American, and IB for your curriculum</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Attach a school profile and school logo to your account</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Request a custom event on the topic 'Intro to AI'</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Schedule an Intro to AI event for May 25th, 1:00 pm ET</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Share that event's information with your students</i> ☐ Yes ☐ No		Errors: Hesitations:

Thoughts:

Notes: total time:

Scenario/Description:		
Participant #: 5	Date: 5/3/2022	Observer:
Actions Performed	Time	Comments
<i>Sign up for a new account and select A-Level, American, and IB for your curriculum</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Attach a school profile and school logo to your account</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Request a custom event on the topic 'Intro to AI'</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Schedule an Intro to AI event for May 25th, 1:00 pm ET</i> ☐ Yes ☐ No		Errors: Hesitations:
<i>Share that event's information with your students</i> ☐ Yes ☐ No		Errors: Hesitations:

Thoughts:

Notes: total time:

Next Steps:

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