

UX Research Plan - Meredith Brown, Department of Agriculture

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Background:

The USDA has a subset of its department, called the NASS (National Agricultural Statistics Service). This is where there is a lot of good information for any farmers to understand data—in order to make decisions about how to run their business. It's an essential place for many business owners to get real information.

Objective:

To gain insight into the users' ability to navigate both the USDA.gov website and the NASS (National Agricultural Statistics Service) website. I would like to see where there are places of both ease of use and confusion in order to better design the site. I'd like to get information that will help me know the best way for a user to get the information they are looking for easily.

Methodology:

- Meet with participants through Zoom.
- Conduct the interview and record it
- Create transcripts through Zoom's closed captioning
- End the interview, and highlight the transcript for important information on user experience.

Participants:

- James Webster
- Gavin Burns
- Grace Hernandez
- Brian Ghannam
- Philip Brown

Schedule:

Interviews conducted: June 20th, 2023

Analysis of notes/data prepared: June 20th, 2023

User Research Plan

Script Placeholder:

Hello, my name is Meredith, and I'd like to get your feedback on a website. Thank you for taking the time to speak with me. This process should take about 10 minutes or less and will be recorded for educational purposes only. Will that work for you?

Do you consent to be recorded? Wonderful--thank you so much! I am going to go ahead and start recording.

I am working on the government site, the National Agricultural Statistics Service, a sub-group of the Department of Agriculture. We are working to update their site, and your feedback will be used to help us understand where we can create an easier experience for anyone using this website.

I am going to ask you to pull up the site using a web browser, and then I will ask you to share your screen with me so that I can see how you navigate through the site. I'll also be asking you to find specific information. Please know that there are no wrong decisions, no wrong clicks! So, if you can explain your thought process as you look at the website to try to complete the task, that would be very helpful information for me.

To start, could you please tell me your name, age, and occupation?
And where do you live?

Currently, the site has a lot of great information, and we'd like to see if you are able to find that information easily by clicking through the website. So, can you open a tab on your computer and type in [USDA.gov](https://www.usda.gov)? Once you're there, I'll have you share your screen with me.

The first thing I'd like you to look for on this page is any information about the census for agriculture.

Now, I'm wondering if you can find the page for NASS reports (National Agricultural Statistic Service)

We'd really like to find reports on cattle, and then specifically milk cows. Can you find information related to an Overview of the U.S. Cattle Industry?

Specifically, can you find data on the final estimates for milk cows and production?

Lastly, do you have anything you'd like to share with us about this experience? Any final thoughts or feedback?

Thank you so much for your responses. They've been very helpful. We appreciate you taking time out of your day to speak with us.