Moderator Packet

UX Gofer

Kelsey Kjeldsen, Sevika Singh, Taylor Gandolfi, Natalie Song

Test Checklist

- ☐ Introduction
- ☐ Informed Consent
- ☐ Demographic Questionnaire
- ☐ Tasks
- ☐ Post-Test Interview
- ☐ Gratuities
- ☐ Thank you and Goodbye

Introduction

Welcome My name is _____ and I will be walking you through this session. I am going to read this off the paper directly, because I want to keep each study as similar as possible.

What is a usability test: We are testing an application to perform moderated usability tests.

Consider me neutral: We are testing the application, not you. You cannot do anything wrong, and you don't have to worry about making mistakes. We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. I am not the designer, I am neutral to the product. We want to improve it, so we need to know honestly what you think.

About recording sessions: With your permission, we're going to videotape the session and what you have to say. The video will be used only to help us figure out how to improve the application, and it won't be seen by anyone except the people working on this product. It also helps me because I don't have to take as many notes. There are also some people observing in the other room and taking notes.

What are we testing today: We are testing UX Gofer. UX Gofer is a software that helps users create a usability study from start of moderator guide to collecting data from live participants. It provides moderated usability testing as well as analytics for websites and other product types.

Speak aloud protocol: As we go along, I am going to ask you to think out loud, to tell me what's going through your mind. This will help us.

Participants rights: You have the right to take a break or withdraw from this test at anytime. and your data will be removed from the study. You have the right to ask questions and receive a copy of your sessions recording.

What is the Informed Consent: The informed consent is something that simply says that we have your permission to tape you, but that it will only be seen by the people working on this project. It also states that you won't talk to anybody about what we're showing you today, since it has not been made public yet.

Any questions?

Informed Consent

Give participant informed consent document to sign. Walk them through the informed consent and reassure that they understand the document completely before signing.

PURPOSE: UX Gofer is a web and mobile app that makes User Experience Research easier, faster, and more accessible. The purpose of this study is to determine the best design for UX Gofer. The results of this study will be used inform design during re-design phases of this product. Your responses and personal information will only be used within UX Gofer.

PROCEDURES: This study should take no more than a half hour. You will be asked to answer demographic information including age, job title, experience with UX, and familiarity of usability tests. After you give your previous experience, you will be asked to give insight into design, features, and wearability of prototype ideas.

CONFIDENTIALITY: All the data collected will be anonymous. Your identity will be protected, and the data will be used only by UX Gofer. There will be cameras recording the session and you have the right to withdraw at any time during the session. The data will not be associated with any particular individual. All of the demographic data, and features and functionality data will be anonymous. All of the data will only be identified and linked together by a number, and will not be linked back to an individual in any way. There are no risks involved in participating in this study. By signing below, you agree to not share any information with anyone about the study and/or use any of the discussed ideas or data.

PARTICIPANT'S RIGHTS: You have the right to withdraw at any time during the study and your data will be removed from the study. You have the right to ask questions and receive a copy of your sessions recording.

 By signing below, I agree to participate in the study conducted and recorded by UX Gofer.

I understand and consent to the use and release of the recording by UX Gofer. I understand that the information and recording is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by UX Gofer without further permission.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Demographic Questionnaire

Give participant demographic questionnaire to fill out and sign.

User goals: Ability to add a participant to a study; This is being done to test the functionality. It is an important task because if the user has difficulty entering a new participant then the study cannot be conducted efficiently with enough participants. There are also usability issues seen in the section of the software.

Task scenario 1: *You are working on ''Study 1-Your Name'' and need to make sure there are at least 9 users. Log in. Add a new person to your study. Here is their information; Name: Kelsey Kjeldsen Email: k.magillz@aol.com, Phone Number: 123-689-0000, User Type: Novice, Date: December 25th, 2015, Time: 6:30am.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	Grey Pass	Fail

Time:

Location of task ended:

Observations:

What moderator needs:
1. ''Study 1-Your Name'' is established, system is set on dashboard.
2. What UI needs to be updated with content: ''Study 1-Your Name'' along with dummy data needs to already have been created.

Optimal Path
1. Login
2. 'Study 1-Your Name'
3. Edit
4. Add Participant
5. Enter participant information

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)
1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Path:

User goals: Create a survey question using multiple choice format (or other appropriate format for age ranges); Adding demographic survey questions (or any type of question) is an essential task when conducting UX research and therefore needs to be executed properly.

Task scenario 2: *You want to get some basic information before the study begins. Add an item to record what the user's age is. For the question, use 'What best describes your age?'. Use '18-24', '25-40', '40-65', and '65+' as response options.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	Grey Pass	Fail

Time:

Location of task ended:

Observations:

What moderator needs:
1. What moderator needs: 'Study 1-Your Name' is established, system is set on Mod Guide.
2. What UI needs to be updated with content: 'Study 1-Your Name' Mod guide Pre-test questionnaire.

Optimal Path
1. Edit Mod Guide Dropdown Menu
2. Pre-Test Questionnaires
3. Edit
4. Create mode

Errors   (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)
1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Path:

User goals: Create homegrown pretest interview. This is essential to a UX research study in the event that the moderator(s) need questions and responses that are more specific to the product they are testing.

Task scenario 3: *'Study 1-Your Name' is highly specific to online shopping. You want to find out how your participant feels about online shopping websites before you conduct the actual study. Add an original question to probe them for a short discussion. The question is 'What do you think about the product selection when shopping online for a specific item?'*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

What moderator needs:	**Optimal Path**
1. ''Study 1-Your Name'' is established, system is set on Mod Guide	1. Pretest Interview
2. What UI needs to be updated with content: 'Study 1-Your Name' Mod guide Pre-test interview	2. Create homegrown
	3. Enter question information
	4. Add question

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features
Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Pass	Grey Pass	Fail

Time:

Location of task ended:

Observations:

Path:

User goals: Create a task for an upcoming usability study. Giving the participants tasks when conducting UX research is imperative to studying the product's usability and tasks therefore need to be created properly in order to execute the study.

Task scenario 4: Task scenario: *In 'Study 1-Your Name', you are going to be testing how well users of this online shopping website can find products. You would like to see how users would get to the t-shirt section of this website, and if they can find t-shirts that are over $50. Inside your moderator guide of 'Study 1-Your Name', create a scenario for your study participant to test the shopping website. Here is the information for you to enter for your study:*

    a.   Find a t-shirt over $50

    b.   You're trying to find a shirt for a party this weekend, but you don't want something cheap. Find a t-shirt that is over $50.

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

What moderator needs:	**Optimal Path**
1. What moderator needs: 'Study 1-Your Name' is established if the user is not currently on that study. System is set on Mod Guide if not already set there.	1. Edit Mod Guide Dropdown Menu
	2. Tasks button
2. What UI needs to be updated with content: 'Study 1-Your Name' Mod Guide Task Section	3. Enter given information to create a task

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Pass	Grey Pass	Fail

Time:

Location of task ended:

Observations:

Path:

User goals: Ability to add a SUS Post task questionnaire for a website study. This is essential to a UX research study in the event that the moderator(s) need questions and responses that are more specific to the product they are testing.

Task scenario 5: *In 'Study 1-Your Name', you would like to ask your participants a set of questions after they have completed their tasks. UX Gofer provides a template option for questions that are to be asked after task completion. Select a suitable template for a website study.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

What moderator needs:
1. 'Study 1-Your Name' is established, system is set on Mod Guide. Make sure SUS is enable and able to select.
2. What UI needs to be updated with content: 'Study 1-Your Name' Mod guide post test questionnaire enabled. *In 'Study 1-Your Name', you would like to ask your participants a set of questions after they have completed their tasks. UX Gofer provides a template option for questions that are to be asked after task completion. Select a suitable template for a website study.*

Optimal Path
1. Post-Test questionnaire
2. Check SUS

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)
1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Observations:

Path:

User goals: Find the "View Results" button for Study 2 to test whether users know the proper way review their own study data. Also to test if users properly read the progress bar for how many participants completed the study.

Task scenario 6: *You would like to review the information that you collected last week from Study 2. Access the data that was collected and record how many participants completed the study.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	Grey Pass	Fail

Time:

Location of task ended:

What moderator needs:

1. What moderator needs: Make sure system is set on dashboard if not already set there. Follow user flow from dashboard
2. What UI needs to be updated with content: Study 2 Mod Guide Task Section
3. Answer: 7 participants

Optimal Path

1. Dashboard
2. View Results

Observations:

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Path:

User goals: To test if a user can read the data charts correctly. The goal is to find how many minor Usability errors are in Study 2 for Task 1.

Task scenario 7: *Access the data that was collected in Study 2 again and record how many participants had navigation usability errors on Task 1 of Study 2.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	**Grey Pass**	**Fail**

Time:

Location of task ended:

What moderator needs:

Optimal Path

1. Make sure user is on Study 2 View Results page (View results button from Dashboard for Study 2). Make sure Study 2 has data for Task 1. Record the user's answer.
2. UI needs to be updated with content: Make sure Study 2 has data for Task 1. Record the user's answer.
3. *Answer: 3 Navigation errors*

1. Study 2 View Results (from success of task 6)
2. Participant data
3. Task 1 dropdown
4. Common Usability Errors chart

Observations:

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Path:

User goals: Ability to find how difficult all participants of Study 2 rated task 1. This is essential to a UX research study so the moderator can get real usability results in regards to how difficult participants felt a certain task was, and can eventually lead to redesign.

Task scenario 8: *In Study 2, you would like to review how difficult the participants rated Task 1. Record how many users felt that Task 1 was a difficulty level of 2.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	Grey Pass	Fail

Time:

Location of task ended:

What moderator needs:

1. Moderator needs: Make sure user is on Study 2 View Results page (View results button from Dashboard for Study 2). Make sure Study 2 has data for Task 1 in post task questionnaire. Record the user's answer.
2. UI needs to be updated with content: Make sure Study 2 has data for Task 1. Record the user's answer.
3. *Answer: 2 people rated Task 1 difficult of 2*

Optimal Path

1. View Results
2. Participant Data
3. Task 1 dropdown
4. Post Task Questionnaire

Observations:

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Path:

User goals: Testing user ability to find the average SUS score for Study 2. The goal is to find the SUS dropdown menu and then be able to read the average score listed.

Task scenario 9: *In usability studies there is a System Usability Scale which is a reliable tool for measuring the usability. In Study 2, you would like to find this scales average score. Record this value.*

Let me know when you are finished reading scenario and ready to start the task so I can start the timer

Pass	Grey Pass	Fail

Time:

Location of task ended:

What moderator needs:

1. Make sure user is on Study 2 View Results page (View results button from Dashboard for Study 2). Make sure Study 2 has data for Task 1 in post task questionnaire. Record the user's answer.
2. UI needs to be updated with content: Make sure Study 2 has SUS scores. Record the user's answer.
3. *Answer: SUS Average Score:* 61.71

Optimal Path

1. Study 2 View Results (from success of task 6)
2. Participant Data
3. SUS Dropdown

Errors (Circle one)

Minimal	Minor	Moderate	Severe	Catastrophic

Usability Issues (Check all that apply)

Accessibility	Flow	Nomenclature	Confusing	Missing Features

Unexpected Design	Consistency	Navigation	Error Recovery	Need Help

Post Task Questions (Ask participant)

1. What did you like about this task? Why?

2. What did you dislike about this task? Why?

3. On a scale of 1 - 10, how easy or difficult was this task to complete?

Observations:

Path:

Thank you and Goodbye

Give participant time to read the acknowledgement thoroughly

Participant signs physical paper

Thank you for participating in our session today. We really appreciate your time and feedback.

Escort out