

# Job Optim Research Protocol

## GOALS

- *Better understand what MDs or DOs look for when job searching*
    - *Current MDs and DOs*
    - *Residents*
  - *Identify areas for improvement in the current site based on user needs*
  - *Subgoal: Learn more about what services competitor sites offer*
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SESSION DETAILS	
<b>Session</b>	<b>Location:</b> Remotely through Zoom <b>Date/Time:</b> 30 min
PARTICIPANT & ROLE	
<b>Lead Moderator</b>	Annie (1) Stephanie (2)
<b>Tech Lead</b> <i>Photos, sketches, audio/video recording</i>	Amiee (1) Ryan (2)
<b>Observer(s)/Notetakers</b>	Ia & Stephanie (1) Annie & Aimee (2)
<b>Recorder</b>	Ryan (1) Ia (2)

## Script:

Hi, thank you for meeting with us today to help us conduct research. My name is \_\_\_\_\_. I have a team of researchers here with me and we'd love to hear about your experiences and see how you interact with a job search website geared toward medical professionals. When you test the website, it is helpful if you can think out loud as much as possible. Tell us what you're thinking, what you're doing, how you're feeling about your experience.

## Consent

Before we start, I'd like to review the recording consent statement.

- "I understand that my research session will be recorded. I grant Prime Digital Academy permission to use this recording for internal use, for the purpose of improving the designs being tested. I understand that recorded assets from this session may be used to support this project in students' publicly available online portfolio of their project work. You have my permission to record: screen recording, audio, camera."
- This recording is for data and information purposes. It is helpful for us to refer back to if we miss anything in our notes. Do you have any questions about this? Do I have your permission to record?

[start recording]

## Initial questions

Before we start, I'm going to ask you a couple of questions to learn a bit about you.

- What is your current employment status and can you tell me a bit about that?
  - *What is your specialty?*
  - *How long have you worked in the medical field?*
- As a doctor, what does your job search process look like and what kind of websites, if any, have you used in the past for that?
  - *What type of criteria do you consider?*
- Tell me about your first-year residency and how you got that job.

Great, thank you for sharing those experiences with me.

## Task observations:

Now I'm going to ask you to visit a current website and listen to what you think about it. Can you share your screen with me so I can observe how you interact with the website? Prior to sharing your screen, please hide any windows that you do not want to display.

When you're ready, you can click on the link I sent you in the zoom chat – <https://joboptim.com/>. If you have any questions, I might not be able to answer them right away because I want to see how you interact with the website without someone with you, but I will get to them at the end. Before we discuss the website, I want to clarify that this is a product that we are looking to improve, so it would be helpful if we can hear your honest opinions about it. We are testing the website, not you– you cannot hurt my feelings!

- Without clicking on anything, what are your impressions of this website?
  - *Is this what you expected to see when using a job search tool?*

Great, thanks for that feedback. Now I'd like you to try to search for a job, and continue to think aloud as much as possible.

- *What do you think about the filters available for the search?*
- *What do you think about the different ways you can see search results? (Map, list jobs, list facilities)*

I'd like you to try and use the map feature to identify a job opening in the location of your choosing.

- ***Do the features of the map make sense?***
- *How do you feel about the usability and functionality of this map?*

Now I want you to select a job to view the details about it and tell me what you think about that page.

- *What is your impression of the salary estimator tool?*
- *Can you click on the apply button and tell me what you think about that?*

Now I'd like you to explore the physician tab in the upper lefthand corner and tell me what you think about that feature.

[Check with Team]

### **Conclusion Questions:**

Thank you so much for your insights and answers, we are almost done but I have a few more questions before we finish.

- Likert Scale (*select which question is relevant to the participant*)
  - *If they are currently job searching:*
    - On a scale of 1 to 7 with 1 being very unlikely and 7 being very likely, how likely would you be to use this website and why?
  - *If they are currently employed:*
    - On a scale of 1 to 7 with 1 being very unlikely and 7 being very likely, how likely would you have been to use this in your last job search?
- If you were able to change anything about this website to better suit your needs, what would you change?
  - *What worked well and didn't work well?*
- I'm going to list the key goals of this website, and then ask you how effective you think they were in meeting them.
  - All permanent positions
  - All locum tenens positions
  - Accurate compensation estimates
  - Information about the workload of the job
  - A beautiful and intuitive website

- Considering all of these goals, on a scale of 1 to 7, 1 being not effective, 7 being very effective, how effective overall was the site in meeting these goals?
- Do you have any final thoughts you'd like to share? Anything you wish I would've asked about?

Again, thank you so much for your time. We really appreciate it! Have a great rest of your day