

Evaluation Plan & Script

Hope Community

DOCUMENT OVERVIEW

This document describes the test plan for conducting a usability test for the redesign process of the Hope Community website.

EVALUATION GOALS

1. Identify potential pain points or design concerns to be addressed in order to improve efficiency and end-user satisfaction.
2. Provide stakeholders with prioritization of areas with the greatest potential for improvement.

STRUCTURE

Duration: 30 minutes per session, _____ sessions total

Location and format: Remote video calls, 1 on 1 guided evaluation sessions

Methods used/type of session: Think-aloud protocol, remote moderated sessions with observers

SCRIPT

Introduction:

- Hi there, thanks for being here today. My name is _____ and I'll be guiding you through this process.
- Before we dive into the session today I'd love to get to know you a little bit better.
- Have you ever done a usability test before?
- *Other optional icebreakers:*
 - What do you do for a living?
 - Are you a Prime alumni?
 - What do you like to do in your free time?
- Thanks so much for sharing - we can dive in now! I would like to go through a few tips before we begin looking at this website:
 - I'm going to be asking you to use this website to see if it functions as intended.
 - You will be sharing your screen and completing a number of tasks that I have predefined.

- I want to make it clear that we are testing the design of the website, not you. You are the expert here and you can't do anything wrong. I'd like to hear all your feedback, good or bad, you won't hurt my feelings so please tell me everything!
- Throughout this time, please try to think aloud as much as possible. You can tell me what you're expecting to see or how what you're seeing makes you feel. Hearing how you work through the tasks is very helpful to me
- There are a few other people on the call today who will be taking notes, I might check in with them occasionally
- Feel free to ask any questions you have. I might not be able to answer all of them because I want to see how you interact with the website on your own. I can answer any questions you still have at the end.

Consent:

- I'd like to get your permission to audio and video record the session so that I don't have to take many notes and can refer back to the session. Do I have your permission to record? Okay, I'm going to read the following consent statement for us to record the session and I'll just need you to verbally agree or disagree afterwards
- "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"

[start recording]

- Do you have any questions before we get started?

Website Introduction/Context Setting

- First, I'm going to have you share your screen with me. I will send you a link in the chat to open then we'll get started. Please make sure to hide any screens you do not want to display.

[send]: <https://hope-community.org/>

- Take a look around - you can scroll but please don't click on anything yet - and give me a narrative about what you are seeing/thinking as you go. What are your first impressions?

[If quiet, ask questions below]

- What strikes you about it?
- Whose site do you think it is?
- What can you do here?
- What's it for?

Scenarios/Main Tasks

- Thanks so much for that feedback! Next I'm going to give you some specific scenarios and I'd like you to walk me through what you would do in each of these situations.
- Please continue to think aloud as much as possible. Feel free to start clicking around and interacting as you normally would

Scenario 1: You drove by the Hope Community building on Franklin Ave and you want to find out more about what the organization does including their goals, mission, and values. You Google Hope Community and it brings you to this website

- 1.1 Can you show me where would you begin your search or where would you expect to find this kind of information?
 - a) Is that what you expected to find when you clicked there?
- 1.2 After looking through that, can you tell me what the organization does?
- 1.3 On a scale of 1 to 7, with 1 being did not communicate well, 7 being communicated very well, how well did the site communicate their goals, mission, and values?

Just to summarize what Hope Community does so that you have some context for the rest of these scenarios: they are a long-established nonprofit located in the Phillips neighborhood of Minneapolis. They started as a shelter in the 1970s and have grown to consist of numerous programs and services that serve the community through the community.

Scenario 2: You want to volunteer at Hope Community so you go to their website to get involved

- 2.2 Without using the search function, can you show me where you would start looking for this information?
 - a) What made you click there?
 - b) What did you expect to find there? Did you find it?
 - c) How do you feel about the process to get to the page?
 - d) Is there anywhere else you want to look?

2.3 On a scale of 1 to 7, with 1 being did not communicate well, 7 being communicated very well, how effective was the site in providing information about how to get involved as a volunteer

Scenario 3: Imagine you are a community member looking at the programs and services offered through Hope Community.

3.1 Please find general information about the programs and services they offer.

Can you tell me the name of 2 of these?

3.3 Was it clear what each program is?

3.4 What were you able to find and how did it compare to what you expected to Find?

3.6 On a scale of 1-7, with 1 being not effective at all, 7 being very effective, how effective was the site in providing information about enrolling in current programs?

Scenario 4: You're looking to make a donation to the organization

4.1 Can you show me how you would do that?

a) Was this information where you expected it to be?

b) Would you have liked to see anything different throughout the donation Process?

4.2 On a scale of 1-7, with 1 being not usable at all, 7 being extremely usable/efficient, how efficient did you find the donation process?

Scenario 5: You're curious to learn about the affordable housing options available through Hope Community

5.1 Can you show me how you would find information about housing options?

a) What kind of terms would you use to search for housing?

b) Does the language the website uses make sense?

c) How is the search making you feel?

d) Where would you go from here?

e) Is that what you were expecting?

f) If you couldn't find information, what would be your next step?

5.2 On a scale from 1-7, with 1 being not effective at all, 7 being extremely effective, how effective was the site in providing information about available housing units?

Great, thanks so much! That is the last of our scenarios, I'm just going to check in with my team and see if they have any follow-up questions they'd like me to ask you

[Check-In With Team]

Is there anything else you would like me to ask

Closing/Reflection Questions

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

- What did you like about the website?
- What did you dislike about the website?
- What would you like to see on the website that isn't currently there?
- Do you have any other suggestions?
- Any final comments for me?

Thank You & Closing

Thank you so much for your time today, I really appreciate it!

APPENDIX

Recording Consent Form

Thank you for participating in our user research.

We will be recording your session to allow our teammates to observe your session and benefit from your comments.

Please read the statement below and sign where indicated.

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

Signature: _____

Printed name: _____

Date: _____