**User Research: onrr.gov homepage content & quicklinks**

**May-June 2023**

# Context

**Test Assets**: <https://onrr.gov/>

**Background & Scope**

For this study, we are gathering user research on the Quick Links and other cards on the homepage, in relation to site navigation.

As part of user study 13 – Pricing Tables, ODDD found many users avoid using the main navigation, choosing other methods to get to the pages they need. We know users don’t like to use our main navigation, but we don’t know why. Our next step is to gather more information on how users navigate the site, and why they avoid the main navigation bar.

ODDD did multiple studies in 2020 & 2021 that helped to inform the navigation and design of the new website, including the homepage. This study will revisit the links and content on the homepage to see if it is still meeting user needs and expectations.

The questions and tasks for this study will ask users which pages they access regularly, how they get to those pages, and additional feedback on the homepage. The scope of this study is specifically to address the homepage content and the effectiveness of the homepage cards in facilitating site navigation. We anticipate that we might also gather useful information about the main navigation or other parts of the site, but that is not the primary goal of this study.

Due to the broad scope of this study, we have multiple sets of interview questions. The questions vary based on what content the participant regularly accesses, and how they get there.

**Goals**

This study is intended to help us further define the problem with our navigation by asking and observing how users navigate to information via the homepage. We are specifically looking to:

* Determine how much content on the homepage is needed. Do we have too much, too little, or the proper amount?
* Determine what users expect to find on the homepage, and how they need it labeled and organized.
* Observe how users navigate the site to access the pages they regularly use

**Method and Desired Participants**

Over the course of a few weeks, we aim to interview 10 users for a 30-minute, 1:1 interview.

We want to use a mix of new participants and participants who participated in the studies that informed the redesign; participants from various teams in ONRR; and participants from industry.

**User Types:** Reporters, SMEs, Inquisitors, & ONRR’s Partners.

**Recruitment Strategy**

We will recruit contacts in our research participant pool and contact them via email. We will pull contacts from a list of recent hires and a list of training participants.

# Interview Guide (approx. 20 min)

## **Intro**

[Introduce yourself and your role on the team if this is someone you haven’t worked with before]

Thank you for taking the time to take part in this research study. I will be conducting the interview, and my teammates in this call will be listening in to take notes and observe. They may have follow-up questions for you as we move through the interview.

Our goal today is to understand how you use the onrr.gov homepage and how you navigate through the site to get to the information you need.

If you've never done a user interview before, or as a reminder: We’re testing the website - we’re not testing you. There are no right or wrong answers. And if you’re having trouble with any of the tasks we ask you to do – that's something we need to fix. You're not doing anything wrong.

Please think out loud as we are conducting the interview to help us understand your thought process as you are exploring the site. We want to know what you would do if we weren’t watching. The more you tell us what you’re thinking as you move through the website, the more that helps us make improvements.

Don’t hesitate to tell me if something doesn’t make sense or you don’t like something about the site. We appreciate your honest feedback. The more honest you are with us, the more your feedback help us improve our designs.

**[DROP LINK INTO CHAT: https://github.com/DOI-ONRR/nrrd/wiki/User-research-agreement]**

Prior to today, we sent you links to the User Research Process and User Research Agreement. Were you able to review that information? I’ve dropped the link to the research agreement in the chat if you need it.

**[If they have not reviewed the agreement yet – ask if they want a few minutes to do so]**

Do you have any questions for me?

Do you agree to participate in today’s interview?

Let’s start by having you share your screen and open the onrr.gov homepage. I’m putting that link in the chat to make it easy

**[DROP LINK INTO CHAT: https://onrr.gov]**

* To start with, Can you tell me a little bit about your role? Does it require you to use onrr.gov?

**[Choose if they use onrr.gov or not]**

**[IF THEY USE ONRR.GOV]**

* How often do you use onrr.gov?
  + What pages or parts of the website do you use the most?
* Probing questions if needed:
  + - What information are you looking for on the site?
    - What do you do with that information?
    - What tasks are you trying complete?
* You said you regularly **[INSERT PART OF SITE THEY SAID THEY USE OR TASK THEY DO]**. Can you please show me how you get to the pages you use for that?

**[IF THEY DO NOT USE ONRR.GOV]**

* Let’s start from the homepage. If you needed to find information for new reporters, can you show me how you’d look for that?
* Can you get back to the homepage.
* Pretend you need to find pricing information for Indian Gas Index Zone, can you show much how you’d find that.

**[In this next section, choose the set of questions based on how they completed the previous questions]**

**[If they use the homepage]**

* Can you talk me through how you knew which link to choose on the homepage? What told you this link would take you to the page you needed?
  + Probing:
    - Was it the title of the card?
    - Was it the wording of the link?
* Is this how you typically navigate other websites? Do you have a preference between using the homepage or main navigation bar?
* The link you clicked on was in the XXXXXX section of the homepage. Does that grouping make sense to you or would you put it somewhere else?
  + How about the location of it within the page?
    - Do you think it should go higher up the page or lower? Why?
  + What about the label for that section – is that the best term to use?

**[If they use the main nav]**

* Do you recall looking for this page for the first time? Did you have to look in more than one section of the main navigation to find the page you needed?
* Do the organization and labels in the main navigation bar make it easy to use?
  + Do you have any suggested changes to the labels or organization?
* How do you typically navigate other websites? Do you have a preference between using the homepage or main navigation bar?

**[If they use a bookmark or direct entry]**

* Do you recall how you first got to the page after the new site launched? Before you had it bookmarked?
  + **[If they say homepage or main nav – go to those sections of the interview]**

**[If they use more than one part of the site – ask if they use the same method to navigate to each page. If not, ask them to demonstrate getting to a different page they use]**

**[SPACE FOR NOTETAKERS TO ASK QUESTIONS]**

Can you please return to the homepage?

* Do you use the other content on the page, such as announcements or press releases?
* How do you like the homepage overall? What do you like or dislike about it?
  + What do you think in terms of content? Does it have too much, could there be more, or is it just right?
    - Is there a section or something in particular that you would remove?
    - Is there something missing from the homepage that you’d like us to add?

## **Close**

That’s it for looking at the website – I have a few closing questions before we end our session.

* The information you gave us today will be deidentified and used to develop recommendations for improving the website. Your answers will be made available to other members of the ODDD team. Are you okay with this?
* Are you interested in participating in future studies?
* Do you have any other specific areas of the site (or data elements) that you’re interested in providing your feedback on? [optional to ask this – depending on the time and how helpful they are]
* Is there anyone else you recommend we speak with for this or future user studies?

**[SPACE FOR NOTETAKERS TO ASK QUESTIONS]**

Thank you for your time. Your insights are really important for helping us improve onrr.gov. Even though it launched recently, we still want to continue making it more user friendly.

If there is additional information that comes to mind that you think might be helpful, please feel free to reach out to ODDD team via email.