

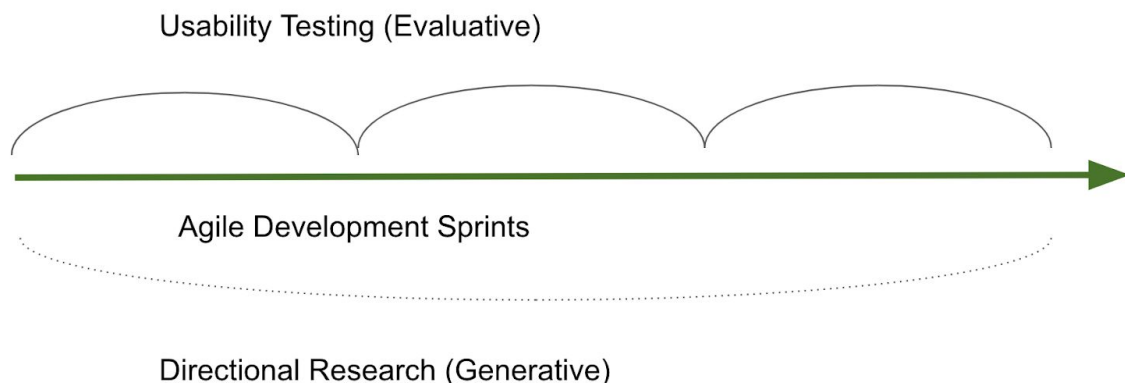
# TTA Smart Hub Research Plan

## Our Philosophy

The foundation of the Ad Hoc Research practice is grounded in human-centered design and agile user research methodologies. The common thread between both frameworks is a strong focus on the needs of our users, whose feedback is gathered and incorporated at consistent intervals throughout the development process.

Because 18F completed such comprehensive research on the TTA process over the last year, Ad Hoc is in a solid position to take the baton from them and, with their initial support, work closely with OHS to continue user research as we bring the MVP to fruition.

Our research will occur in a dual track agile approach, which means we will evaluate current designs while we continue to look to the future for direction. We will hold regular usability sessions to test designs in development while also gathering directional feedback, which will help shape our longer-term vision of the product.



Research methods will include both quantitative and qualitative activities. This mixed-method approach includes the following:

- Listening Sessions
- Panel Discussions
- Quantitative Surveys
- Card sorts / tree tests
- 1:1 interviews
- Usability sessions

## What will we Research?

We'll focus on testing experience flows from end to end, so that we are capturing feedback as it most closely mimics the actual experience. We plan to identify testing areas that have the highest risk, which typically means we have the largest number of questions about the thing we're creating, or in instances where we know the process is complex and we need to get feedback early and often to clarify the process.. In other cases, we'll use best practices in design principles to move designs forward. When we have designed a visual hypothesis, we will employ rapid prototyping based on user feedback, incorporating design changes within short time frames.

In this format, we're testing an experience, and not just a drilled down user test on a specific element or component.

## How will the research + design process work?

The Ad Hoc team will work in tight collaboration with HHS and 18F through the end of October, as a way to provide a seamless continuation of the work they've already completed.

## What do we need to have in place?

A research panel and operations function will allow us to quickly identify users' contact information, ideally housed in the OHS environment. This will allow us to tap into different roles within the OHS universe and target specific user roles based on the goals of our research at each stage.

Ideally, we will create a user panel database that includes all TTA specialists, Program Specialists, and select CO/National Center reps.

Next steps include:

- Exploring GitHub as a panel repository
- Exploring Airtable as a research project management platform

## TTA SmartHub Research Initiatives: Sept-Dec 2020

### **TTA Smart Hub Design Partner Program**

Format: Facilitated Group Discussions

Participants: Central Office and Regional Office Representatives

Goal: Review upcoming ideas and provide directional guidance on product roadmap

Frequency: Every 4-6 weeks

### **Ad Hoc Rapid Usability Testing**

Format: 1:1 moderated interview with product team as silent observers

Participants: Specialists and other roles, as needed

Goal: Provide usability, or evaluative feedback, on designs in development

Frequency: as needed

### **Regional Roadshow**

Format: Webinar

Goal: introduce the Ad Hoc team and provide a warm welcome to people in each of the 12 Regions, along with a call to action and invite to participate in upcoming user research sessions.

Frequency: kickoff in late September

## Timeline

### September

#### **Round 2 of Usability Research: Activity Reports**

Research plan available [here](#).

### October

#### **Regional Roadshow**

Ten 45-minute webinars, for each of the ten regions. Ideal if we can do this in 2-3 days the week of October 12th.

#### **Design Partner Program**

One 60-minute panel discussion with CO and Regional Leads to discuss future roadmap priorities.

(Possible topic: Regional Dashboard and CO Dashboard views)