structure

------ content design
1. interview (elena, ello, parisa, ruben) - *task based scenario*
2. peer review content (michael & martijn, dirk & joost, ryno & ties) - wat vind je er van?
3. put it into practice - plot de cases erop (reversing)

----- interactive / interaction design
4. peer review design (janjaap, anouk, sven, linda(?))
5. self testing - problem solution fit
6. usability testing (ello, rene, jeff, ryno(?), ruben)

wat wil ik weten?
- begrijpt de gebruiker wat hij ziet?
- begrijpt de gebruiker wat hij kan doen met de informatie?
- kan de gebruiker redenen noemen hoe hem dit zou kunnen helpen?
- lost dit de vraag / het probleem van de gebruiker op?

Task based scenario script

goals:
- find out if it fits the need of the user
- find out if the information architecture makes sense
- find out if the content is correct
- find out if the user can identify his own role and position with it
- find out where the position is of the users
- find out what the relation is between his role and the role of this colleague

[introduction: 5 min] goal: getting into the subject
1. Explain process so far (milestones)
2. explain the purpose of the session; understand their perspective on the prototype, see if I missed anything, gather their insight for better results

[warm-up: 5 min] goal: find out if the information architecture makes sense
1. what is your first impression of the visualisation?
2. what words come in mind when you look at it?
3. can you describe what you see?
4. what stands out for you?
5. what do you think in first glance, would this represent?
6. Do you recognize anything familiar in the visual?

[exercise 1: 5 min] goal: find out if the user can identify his own role and position with it
1. Can you point out the area that represents the area you work in on the visual? Or do you feel like that area is hard to find / doesn't exist?
2. looking at this area, is this also the place where you would position yourself as a professional?
3. why yes? if no, then where?

[exercise 2: 5 min] goal: find out if the content is correct
1. Looking at your area, do you recognize your working process?
2. is this loop / process correct according to the things you actually do?
3. if no, what could be better?
4. do you see yourself fitting into this process? does it fit your team?
5. if no, what could be better?

[exercise 3: 5 min] goal: find out what the relation is between his role and the role of this colleague
1. can you recognize the role of other teams in the graphic?
2. can you recognize the role of a colleague in the graphic?

[exercise 4: 10 min, mapping] goal: find out if it fits the needs
1. could you write down on a post-it any of the projects you have worked on for a while?

2. can you identify steps of the visual in your case?
3. plot the process by using the visual
4. can you relate the different roles of eachother?

michael: SEO, alleen voor content, of technische SEO?
wat is het verschil?
waar zou je de technische SEO plotten in de visualisatie?
hoe ziet die eruit?

Peer review script / questions

goals:
- find out / align if this still matches my design challenge
- find out if they want me to change the concept
- find out how they want to put my solution in to practice and how I can help achieving this
- communicate my results so far
- find out if I need to change anything about the visualisation (if yes, why?)

[introduction: 5 min] goal: getting into the subject, communicate results so far
1. explain interview results
2. explain participatory design results
3. show visualisation

[warm-up: 5 min] goal: find out if I need to change anything about the visualisation (if yes, why?)
1. Do you recognize the internal processes of Gradient?
2. Is there anything that stands out for you? (if yes, what? why?)
3. What are your first thoughts while looking at the visualisation?
4. Is there anything you find odd or confusing?
5. Is there anything you would like to see differently?

[exercise 1: 5 min] goal: find out / align if this still matches my design challenge
1. Would you show this to a client to communicate what Gradient has to offer?
2. Explain why?
3. how would you want to present it to a client?
4. in what context would you communicate this?
5. why?

[exercise 2: 5 min] goal: find out how they want to put my solution in to practice and how I can help achieving this
1. what do you think, a client needs to understand this visualisation?
2. is there anything you would change about the visualisation before showing it to a client?
3. why?
4. how can this visualisation help you communicate what Gradient does?
5. why?

[exercise 3: 5 min] goal: find out if they want me to change the concept
1. How do you feel about the next steps towards creating a tool?
2. do you feel the need within the company?
3. would it help you as a Gradiator and manager?
4. why?

5. do you feel these next steps are a logical and realistic consequence of my research?
6. why?

[final: questions?]
1. do you have any questions or comments/feedback for me?
2. anything off your chest?

Peer review script / questions

10% cases:
- hema
- inshared
- toolstation
- meride
- terberg
- mazda

10x cases:
- achmea
- driveguide
- rodymedia
- sanoma?
- transavia?