Sprint Elder: usability test plan

December 16, 2019

Primary research questions

- +++How well does the general task flow we've designed enable firewood permit purchasers to get their permits?
- ++How do permit purchasers feel about nailing a print at home permit to their load of firewood?
- +Does our MVP empower users to safely and legally collect firewood from the forest?
  - ++Do we give them what they need to be legally in compliance?
- +Do permit purchasers understand the instructions we've drafted for how to use their permit and load tag?
- Does the value of login.gov as a mode of identity verification justify the potentially burdensome account creation process?

Secondary research questions

- Does the prototype we've designed give people the information they need to understand where they can/can't cut?
- Do people understand that there are some species that they can't harvest?
- Do people understand that they cannot cut standing trees?
- When in the task flow should we talk about tagging the load?

Test protocol

Introduction [5 minutes]

Thanks for taking the time to talk with us today. [introductions]. We're here to learn more about how people buy firewood permits. We really appreciate your time and help.

You should have already received our standard informed consent doc that we share with everyone we talk to; it includes information on how we use what we learned from you; if you haven't already, please sign it and send it back at your earliest convenience (digital signature is fine).

I may refer to a script sometimes so I don't forget anything. What you say will be confidential. Any reports we make will anonymize the information. If we want to get a direct quote and attribute it to you, we will come back to get your approval. So that we don't miss anything, we would like to take some notes and some screenshots during our session. They're just meant for use inside our team. Is that alright with you?

Also, please note that this is just a conversation and we are coming into it with an open mind. I didn't design anything you'll be seeing. We really want your honest thoughts and opinions and there are no "right" or "wrong" answers.

During part of the session, we will want to watch you use a test site. It'll look something like a website and has some ideas about how it might work getting a firewood permit online. During this part of the session, we will be using what's called a "think aloud" protocol. This means that I would like you to say whatever you are thinking, doing, or looking at as we proceed. The purpose of this is for me to try and understand what is going on behind your actions. I may ask for more information as we go through it. If you have any questions for me, please don't hesitate to ask. If you need a break, please feel free to speak up.

Do you have any questions for us right now?

Prior experience [2 minutes]

What types of permits have you gotten? [if multiple, do you get them at the same time?]
What are you thinking about when you go to the forest?
Have you talked with anyone about your Fw harvesting?

Permit flow [15 minutes]

[intro to invision and screen sharing]
https://gsa.invisionapp.com/share/R3VA86RNPWK
Before you click something, let me know because I may have a couple questions.

Firewood permit information

Talk me through how you'd go about using this to get a firewood permit.

How do you decide where to harvest firewood?
What do you expect to see in the boxes?
Is there any information you need that isn't here?
What do you expect to see when you click "Buy a permit"?
What's the difference between online permits and in-person permits?

Login.gov

What are you seeing here?
Have you seen a site like this before?
What do you expect to see when you click "Create an account"?
What do you need to create an account?

Buy a firewood permit

What's important to know here?
What do you expect to see when you click "Next"?
What are you expecting to need to do from here?

Firewood cutting rules

What's important to know here?
Is there any information you want and haven't been given yet?
What do you expect to see when you click "Continue…"?

Pay.gov

What are you seeing here?
Have you seen a site like this before?
What do you expect to see when you click "Continue"?

Firewood permit confirmation

What are you seeing here?
What's important to know here?
What do expect to happen next?
Do you have everything you need now to go to the forest?

Self-print load tags [5 minutes]

One of the things you print is this. What is it?
[Clear what they have to write down?]

[Do you feel like you'd be able to replicate it?]
How does this work?
Do you have everything you need?

Wrap [3 minutes]