

## Brigade hub 'project list' user testing plan

### Summary

- **Viewpoint:** new members need more information about current projects at c4sf in order to find a project to get involved in
- **What is tested:** the process of browsing project list, finding the information they need
- **Justification:** If new members are unable to find the information they want to know about different projects at c4sf, they might lose the motivation to get involved or return to hack night.
- **Location and time:**

### Aim

The aim of this usability testing is to identify potential design concerns to be addressed in order to improve the efficiency of the website and new member experience.

In particular, we want to learn-

- whether users can find a link to the project list
- Whether users navigate the project list successfully
- Whether users are able to determine if the project fits their interest

### Methodology

Recruited participants will be asked to read a series of representative scenarios (details listed below in the 'detailed plan and script' section). They will be asked to 'think aloud' as they complete the tasks. Participants are not trained beforehand. (<http://alpha.codeforsanfrancisco.org/>)

- Scenario 1 finding project list button
- Scenario 2 navigate project list
- Scenario 3 determine if the project fits interest

After participants have completed the scenarios, they will be asked to perform the same tasks on the current project list design (<http://codeforsanfrancisco.org/>).

Participants will be asked to debrief what components they like about each design.

(Optional) Participants will be asked to card-sort and rank the importance of different keyword categories.

### Metrics

- Success rate. The scenario is complete and participants achieve the stopping point
- Error rate. Incorrect outcomes & recoverable but incorrect outcomes
- Time to complete the scenarios. Duration of time

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## Detailed plan with script

### I. A friendly welcome

- “Thanks for helping out today! We are trying to improve new member experience, and getting your honest feedback is a really important part of that.”
- “The interview will be pretty informal. I will ask you a lot of questions, but i’m not testing you- i am actually testing our designs. If you get stuck or confused, it’s not your fault. In fact, it helps us find problems we need to fix.”
- “I will start by asking some background questions, then I will show you some things we are working on. Do you have any questions before we begin? “

### II. Context questions

- “Can you tell me in a few sentences, what is your background in terms of your skills?”
- “How many times have you been to Code for SF Civic Hack Night?”
- “Can you tell me in a few sentences what brings you to C4sf ? “

### III. Introduction to the prototype

- “Would you be willing to look at some prototypes?”
- “I want to let you know that there are no right or wrong answers. Since I did not design this, you won’t hurt my feelings. In fact, honest feedback is the most helpful”
- “As we go, please think aloud. Tell me what you are trying to do, and how you think you can do it. If you get confused or don’t understand something, please tell me. If you see things you like, tell me that too.”

### IV. Tasks (<http://alpha.codeforsanfrancisco.org/>)

- “ I am going to show you three different scenarios, one at a time.”
- **Scenario 1\_finding project list button** “ Let’s say you are a new member that want to find out more about projects at c4sf. ’
  - Scenario 1 finding project list button
    - Description: you are a new member that want to find out more about projects at c4sf.
    - Stopping criteria: successfully click on ‘project list’
    - Correct path: (1) participants look through the landing page (2) participant clicked on ‘all projects’
    - Potential issues: (1) participants can not find the ‘project list’ button (2) participants clicked on the wrong parts of the page

- **Scenario 2\_navigate project list-** “You have found the project list. let’s say you are interested in data. you want to find a project that fits your interests.”

- Scenario 2\_navigate project list
  - Description: let’s say you are interested in data. you want to find a project that fits your interests.
  - Stopping criteria: successfully land the project that’s data-related ‘local free-web’
  - Current path: (1) participants look at the description of the pages (2) participants use the keyword ‘data’ to navigate the page (3) ‘local free-web’ shows up
  - Potential issues (1) participants can not find the keyword ‘data’ (2) participants find the keyword section hard to navigate (3) participants click on projects one-by-one to find out about ‘data’

- **Scenario 3\_determine if the project fits interests-** “based on the information displayed here. You want to decide if this project ‘open free-web’ fits your interests and needs. “

- Scenario 3\_determine if the project fits interest
  - Description: based on the information displayed here. You want to decide if this project ‘open free-web’ fits your interests and needs.
  - Stopping criteria: the participants are able to decide yes or no
  - Current path: participants look at the description of the page and able to decide
  - Potential issues (1) participants can not find the information they need to decide if this project fits their need.

- Note: Interviewer should ask questions to facilitate ‘think aloud’
  - What do you think of that?
  - So what goes through your mind as you look at this?
  - What would you do next? Why?

V. Ask participant to perform the same task with the current website

(<http://codeforsanfrancisco.org/>)

- Ask participants to find project list, navigate project list, and identify a project that fits their interests (similar to the 3 scenarios above).
- The goal here is to compare the two website design

VI. Debrief

- “What were parts that you like or dislike about the prototype?”

- “How does this compared to the current design? What are pros and cons?”
- “Which parts of the two would you combine to create a new, better version?”
- “Which one works better for you? Why?”
- Thank the subject in the end.