Signage Testing Plan for DoorSigns & Floormap-Agenda-PrototypeX3_V1 (modified from Sprint by Jake Knapp)

Tips for interviewer
- Stay attentive and neutral. Use 'um..um..' '
- Ask open-ended questions
  - Don't ask yes-no questions or multiple choice questions ("would you…" "do you…." "Is it….")
  - Do ask "5 Ws and 1 H" 'who...what...where...when...why...how…"
- Curiosity mindset and genuinely want to know the answers

For recording
- quicktime
- under file -> new video recording
- you can record screen or voice too

Testing Plan

I. <u>A friendly welcome</u>
- "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. <u>Context questions</u>
- "What is your background in terms of your skills?"
- "How many times have you been to Code for SF Civic Hack Night? "
- "What brings you to C4sf ? "
- "Are you currently on a project team? What is it?"

III. <u>Introduction to the prototype</u>
- "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
- o " I am going to show you three different prototypes, one at a time."
- o **For door sign**- " Let's say this is your first time coming to the Civic Hack Night. As you approach the door outside of the building, you see this sign. What is this? What is it for? " (For the 2nd and 3rd signs, remind them to imagine this is their first time seeing the sign and try not to be influenced by the previous sign as much as possible)
- o **For agenda and map**- "Let's say this is your first time coming to the Civic Hack Night. You walk into the building, check in at the front desk, and you see this sign. What is this? What is it for? " (For the 2nd and 3rd signs, remind them to imagine this is their first time seeing the sign and try not to be influenced by the previous sign as much as possible)
- o 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?
- o Note: these questions should be easy to answer. Interviewer helps the subject think aloud, not anxious to find the right answer.

V. Debrief
- o "How does this compared to the other two designs? What are pros and cons?"
- o "Which parts of each would you combine to create a new, better version?"
- o "Which one works better for you? Why?"
- o Thank the subject in the end.

Links to prototypes

All protoyptes
https://docs.google.com/presentation/d/10bXMqCLeBgFOCuHfzoO8yq7TopVdZXTbPip2_KC2C9E/edit?usp=sharing

Door sign
V1, Participants: Oriah
https://docs.google.com/presentation/d/1F4L05K4mZzMjlEUW8EL5u4aP_glG-HPjiQxHYn31XLs/edit?usp=sharing
V2, Participants: Kyle
https://docs.google.com/presentation/d/17U9B6DloiqOms-fCdBor9H3EF-Up_bzUlzHYAbqdNj0/edit?usp=sharing
V3, Participants: Xavier

https://docs.google.com/presentation/d/19lbm699dZBAJfTjOD_8YO2lrIW24-J7JNwKG-sjXhbM/edit?usp=sharing

Agenda sign
V1, Participants: Oriah
https://docs.google.com/presentation/d/16VMKm5HSIq7WVps41Lrwp6qsJ0Fafk4BXmrgM4o9UPw/edit?usp=sharing
V2, Participants: Xavier
https://docs.google.com/presentation/d/17OKkLAk5kV3CPTg2rSkcgHzBj9mfVJcKtQRucmkU0zk/edit?usp=sharing
V3, Participants: Baolin, Kyle
https://docs.google.com/presentation/d/1cHhdtpU407A_DxxfOPgcFmzUJGs1iI9Zt-GYbQ1EkkI/edit?usp=sharing

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