MyAlliance Evaluation Plan

What am I testing?

A new site that lets house bound party members stay in touch with other grass roots members and party leaders as well as contribute to party activities such as events, debates, surveys and voting in internal elections. I will make a comparison between the new and existing site.

What I want to learn

Scope: Make site easily accessible for older and less mobile party members.

Purpose: Create a site which will encourage less mobile people to stay engaged with the party.

Hypothesis: Giving people access to the real world types of activities online will keep them engaged with the party and politics in general.

Where / when will the test take place? How long will it take?

Test will take place at the homes of some less mobile members of the party.

Because of travel and time restraints there will be 5 participants in the survey.

Testing will take place on Thursday 5th and Friday 6th July.

Each test will take approx. 1 hour.

User Tasks

From the home page navigate:

- Past Highlights
- Current
- Coming Up

Partake in party artist election.

Partake in same sex marriage survey.

Go solo around the site.

How will participants share their feedback

- Think aloud
- post-test interviews

Data to be collected:

- How did people engage with the site?
- Did they complete the surveys?
- Did they sign up for notifications?
- Did they find the home page easy and intuitive to navigate?
- How long did each activity take?

Written Instructions

Pre interview set-up:

On your home computer I will bring up the web site www.myAlliance.weebly.com on your chosen browser.

I will ask you to:

- Navigate around the home page
- Vote in the party artists election
- Take part in Same Sex marriage survey
- Take your own tour around the site

Activities will be timed.

During the test I will ask you to think aloud.

After the test I will ask you questions about the site. The questions are below.

Interview Questions

1. Compared to the old site what did you like about the new site?
2. Compared to the old site what did you not like about the new site?
3. Did you find the home page navigation of past highlights / current / upcoming events easy or difficult to navigate? Do you have any suggestions on how to improve the experience?
4. Did you feel comfortable about sharing information relating to the party election and survey?
5. Will such online activities make any difference on how you engage with the party?