

Informed Consent

As part of a study at the University of Baltimore, participants are being asked to evaluate the effectiveness of a set of web sites. The results of this study are primarily for academic research but may be used for further publication outside of the University. Identifying data beyond your image and first name will not be shared.

The facilitator will walk you through a series of tasks, take notes and answer questions if possible. There are no right or wrong answers in this session. We are looking to evaluate the product only, and ensure that its design meets your needs. This session will be recorded.

These tests pose no known physical or psychological risks and have no harmful effects. If at any time during the test session you decide that you no longer wish to participate in this study, you may withdraw from participation at any time, for any reason, and without penalty.

If you have questions about this test, you may contact the following individual:

Kathryn Summers, Ph.D.
(Faculty Advisor)
ksummers@ubalt.edu
(410) 837 6202

For questions about your rights as a research participant, please contact:

Dr. Eric Easton
(IRB Chair)
eeaston@ubalt.edu
410 837 4871

Thank you for your participation.

☐ YES, I consent to participate in a usability test activity as part of a project through the University of Baltimore. I understand this data will be used mostly for academic research but may also be included in future publications outside of the University. I understand that I will not be compensated for taking part in this study.

☐ YES, I permit the test facilitator to video record this session and take notes on my actions, comments and questions. I understand that the video and notes of this test will be used primarily for research purposes but may be included in future publications. I further understand that at no point in time will my name be associated with a video of my test session.

☐ YES, I agree that by signing this consent I am acknowledging that I am at least 18 years of age.

Print Name

Signature

Date

Incentive Received –

Print Name

Address Line 1

Address Line 2

City

State

Zip

Phone

Participant Signature

Funds Received

Researcher Signature

Demographic Survey

Name _____

Age Range?

18-29

30-39

40-49

50-59

60+

First Language? _____

Education Level?

Some High School

High School Graduate

Some College

College Graduate

Graduate Degree

How much time do you spent on the Internet in a day?

None

0-3 hours

4-8 hours

8+ hours

What is your comfort level using the Internet?

(least comfortable) 1 2 3 4 5 (most comfortable)

Do you use a mobile phone or tablet as your primary means of Internet access?

Yes No

General instructions -

The Tobii project file is named *750 search behavior*. Inside the project are multiple tests, selectable from the folder icon in the top left of the screen. each search engine has two tests, *pre-round 1*, *round 1* and *round 2*. Refer to the participant grid to see which test to use for your participant.

The test grid goes in order. If the group before you tested participant 12, your participant is number 13 and should use the search engine designated by the grid for p13. Please make sure to fill in all the information and survey data.

When calibrating, the participants eyes should be in the middle of the calibration area and 60cm away, as indicated by the bar on the track status window.

The format for saving participant names is –

participantNumber_firstName_searchEngine
e.g. *p04_John_Yahoo*

In the search behavior project, the filename for recordings is -

participantNumber_firstName_searchEngine_roundNumber
e.g *p04_John_Yahoo_round1*

In the search behavior project, if the session is interrupted, the filename for the second recording is –

participantNumber_firstName_searchEngine_roundNumber_pt2
e.g *p04_John_Yahoo_round1_pt2*

In the walmart project, the filename for recordings is -

participantNumber_firstName_walmart
e.g *p04_John_walmart*

In the walmart project, if the session is interrupted, the filename for the second recording is –

participantNumber_firstName_walmart_pt2
e.g *p04_John_walmart_pt2*

The live viewer and track status must be opened in Tobii every time a project opens. Open the track status before the live viewer –

Track Status: View > Show Track Status
Live Viewer: View > Show Live Viewer

[OPEN 750 SEARCH BEHAVIOR PROJECT]
[OPEN APPROPRIATE TEST BASED ON PARTICIPANT NUMBER & GRID]

Search Behavior Intro Script

Thank you so much for coming in today. My name is [firstname]. I am a student at the University of Baltimore. I wanted tell you a little bit about what you will be looking at and answer any questions you have before we get started.

Today I will be asking you to do a few things on the web. This will help us understand how people use the web to find out stuff. We want to find out if its easy or hard for people to use the web and find the stuff they need. If something doesn't work or seems hard, we figure it's the websites fault, not yours. That means there's no such thing as a wrong answer. By doing this you are really helping us understand what works and doesn't work about finding stuff on the web.

We didn't build the sites you are going to use. Nothing you say about them will hurt my feelings. I want to know what you really think, now what you think I want to hear.

If you have any questions while you are working, please tell me. I may not be able to help, but it will help us a lot to know what questions you have.

We will be here together for about an hour.

Do you want to ask any questions before we start? Thanks again for coming in today, we really appreciate your help.

[CAPTURE DEMOGRAPHICS WITH AUDIBLE SURVEY]

We are going to start by setting up the equipment.

[CONFIRM [SEARCHENGINE] PRE-ROUND 1 IS SELECTED]

Now we're going to need you not to move around a whole lot, because of the camera.

[CALIBRATE, LEAVE ROOM]

[THROUGH THE SPEAKER]

Can you hear me? Great. Let's get started.

[BEGIN TEST]

Kathryn – Information Seeking Behavior

No more than 4 minutes per task

[TEST OPENS TO WHITE SCREEN]

1. Please use the web to show me something you've searched for recently. I want to see how you found the information you were looking for.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

2. Please use the web to show me something else you've searched for recently. I want to see how you found the information you were looking for.

[F10 TO WHITE SCREEN FOR ANY QUESTIONS]

[F10 TO END THE TEST]

Malcolm and Nikki (group 3) – Rich Search Results Tasks

No more than 4 minutes per task

[SELECT *[SEARCHENGINE]* ROUND 1 FROM THE TEST OPTIONS]

[TEST OPENS TO WHITE SCREEN]

1. You and a friend want to go see the movie *Looper* tonight at the Landmark Theatre. What are the showtimes for tonight?

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

2. Your daughter has a question on her homework about what the word *fortuitous*. You want to make sure you give her the right answer. Look up what the word means on the web.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

3. You are planning your families' thanksgiving dinner. Look up what day Thanksgiving is this year.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

4. Your son has been invited to a birthday party at Port Discovery. You want to call and ask about parking. Find the phone number for Port Discovery.

[F10 TO WHITE SCREEN FOR ANY QUESTIONS]

[F10 TO END THE TEST]

[SELECT *[SEARCHENGINE]* ROUND 2 FROM THE TEST OPTIONS]

[RECALIBRATE, MAKE SURE TO SELECT *USE EXISTING PARTICIPANT*]

Group 1 and 2 merged tasks – all open from search engine home

[TEST OPENS TO WHITE SCREEN]

1. Your 3-year-old daughter has a fever. You want to give her some children's Tylenol. You don't know how much to give her. Look up online how much to give her.

Follow up: if needed, the child is a 31-pound girl

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

2. You take a medicine called Atenolol to control your high blood pressure. This morning, you wake up with a cold. Is it safe for you to take Mucinex D for your cold?

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

3. Your daughter's teacher sent home a note that they would have vaccinations for girls to keep from getting cervical cancer. They are called HPV vaccinations. You want to learn more about this vaccination and you want to know if there are any risks.

Follow up: While at a doctor's office you saw a sign for The National Institute of Health and information about HPV.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR NEW PROMPT]

4. Your teenage daughter just started going out with a guy. You think she may be sleeping with him. You want to give her some advice about birth control. You heard that Planned Parenthood has some good information for teenagers.

[F10 TO WHITE SCREEN FOR ANY QUESTIONS]

[F10 TO END THE TEST]

Thank you so much for helping us with this. I just have to do one thing to get set up for the next test

**[CLOSE SEARCH PROJECT AND OPEN WALMART PROJECT]
(FILE > OPEN PROJECT > 750 WALMART)**

[REOPEN LIVE VIEWER AND TRACK STATUS]

Thank you again for helping us with this. I have one more thing I want us to look at. I am going to set up our camera one more time.

[RECALIBRATE, BEGIN TEST]

[THIS TEST IS PERFORMED USING FAKE WALMART PAGES. THE SEARCH RESULTS BOX WILL ALWAYS GO TO THE SAME PLACE AND NOTHING EXCEPT THE SEARCH BOX WORKS ON THE WALMART.COM HOME PAGE.]

[TEST OPENS TO WHITE SCREEN]

1. You were given a gift card for walmart.com. You need a new broom. Look for a new broom on the site. Let us know when you have found the broom you would want to buy.

(ONLY THE SEARCH BOX ON THIS PAGE WORKS. ALL USERS WILL RECEIVE THE SAME SEARCH RESULTS REGARDLESS OF SEARCH TERMS)

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR QUESTIONS AND NEW PROMPT]

- Why did you choose that broom? *Probe if needed*
2. You also need some laundry soap. Go to walmart.com and look for laundry soap. Let us know when you have found the laundry soap you would want to buy.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR QUESTIONS AND NEW PROMPT]

- Why did you choose that laundry soap? *Probe if needed (what helped you make your decision etc.)*
3. You need some double “A” batteries. You still have money on your gift card. Look for some batteries. Let us know when you found the batteries you would buy.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR QUESTIONS AND NEW PROMPT]

- Why did you choose those batteries? *Probe if needed*
4. You also need a new pair of walking shoes. You still have money left on your gift card, so you decide to look for a new pair of walking shoes. Let us know when you found the shoes you would want to buy.

[SPACEBAR TO ADVANCE TO TEST PAGE]

Participant performs task, when complete -

[F10 TO WHITE SCREEN FOR QUESTIONS]

- Why did you choose those shoes? *Probe if needed*

Follow-up Questions

1. Have you ever shopped online by yourself? (If not, then with someone's help?)
2. Where did you shop?
3. How do you find things online?
4. Do you use the search box online?
5. Have you ever bought anything on walmart.com?
6. What did you think of Walmart.com?
7. Was it easy or hard to find the stuff on walmart.com?

[F10 TO END TEST]