

Global PAC Website Research Plan

by Iesha Smith, User Researcher, ieshalynae@gmail.com

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Background:

The Link houses PAC tools, resources, and information to be an all inclusive repository for the PAC team. Since the launch of *The Link* there have been complaints of users having trouble navigating the site, issues with duplication, and out of date information which led to the abandonment of the site. This indicates that *The Link* is difficult to use and gives PAC workers a poor experience.

Goals:

To identify ways to improve the information architecture of *The Link* by finding what topics are most important to users, and understand the strengths and weaknesses of *The Link*.

Research Questions:

How will people navigate the site?

What topics are most important?

How will we incorporate other regions into the interface?

Methodology:

To gain a better understanding of how to structure the information of *The Link* a card sorting exercise will be conducted for 15 participants. Each session will last approximately 45- 60 minutes. Each participant will receive a short briefing and an interview before the exercise and will be debriefed after. If participants aren't available a virtual option for this exercise can be employed.

To find the strengths and weaknesses of *The Link* a usability test will be conducted for 5 participants. Each participant session will last approximately 30 minutes. Participants will receive a short briefing and an interview, a task performance with the website, following a debriefing.

Participants:

PAC workers and/or Steering Committee

Schedule:

Recruiting Begins: Week of 4/27

Testing: Week of 5/4

Script:

TBD