

Jobs for Hope Research Protocol

GOALS

- 1) Identify usability barriers to a straightforward online job search experience on *LA County Homeless Initiative's* website:
 - a) Analyze elements that may prevent users from being able to find relevant work.
 - b) Identify elements that are frustrating, surprising, and/or confusing.
 - c) Determine users' satisfaction, accessibility, and net promoter scores.
- 2) Discover users' behaviors, attitudes, and expectations of a job portal.

METHODOLOGY

Guerilla user testing.

PARTICIPANT

Basic Information:

Number of Participants: 5 (minimum)

Device(s): Computer

Age: 18-45

Income: \$0-\$100,000

Web Experience: Any

Web Browser: Any

Screener:

- 1) What is your major and field of work?
Exclude users who are developers or designers.
- 2) For your last job search, what resources did you use to find openings?
 - a) Online job boards (e.g. Monster.com, Indeed, ZipRecruiter, etc.)
 - b) Company career page
 - c) Social media (e.g. LinkedIn)
 - d) Referral
 - e) Newspaper
 - f) OTHER _____*Exclude users who select either d) or e); consult with Research Lead if f) has input.*

STARTING URL

<http://homeless.lacounty.gov/jobs/>

TASK INTRO

Hello and thank you for taking time out of your day to help us with our study. We are working to improve the experience and accessibility of our website and your feedback is crucial to our work. If you don't have any questions, let's get started:

You are looking for work in civic service or with a non-profit to help tackle the homelessness crisis in Los Angeles. A Google search directs you to the *LA County Homeless Initiative's* 'Jobs' page. Please think out loud and browse the site as you normally would.

TASKS & QUESTIONS

- 1) Please talk about how you would normally search for jobs online.
- 2) What is this website? What do you remember about the site?
- 3) Locate your SERVICE PLANNING AREA by finding the city you would like to work in. Once you are able to find the relevant tab for your SERVICE PLANNING AREA, what are your first impressions of this page? How easy or hard it is to read the information on the page?
- 4) Please find a job as a manager.
- 5) Explain whether you want to search for work on this website if this wasn't a test. When you explore the site, discuss how you think and feel about each step.
- 6) If there are 3 things you could change about this website, what would they be? Why?

POST-TASK QUESTIONS

- 1) How would you rate the ease or difficulty of the overall job search? (1=Very Easy to 5=Very Difficult)
- 2) What area(s) did you find it difficult and/or frustrating to complete your task?
- 3) How would you rate your satisfaction with the overall job search? (1=Very Satisfied to 5=Very Unsatisfied)
- 4) How likely are you to recommend this website to a friend or colleague? (0=Not at all likely, and 10=Very likely) Please explain.