Dynamic Profile Cards:
Usability Test Discussion Guide

Introduction

Before we get started, I want to thank you for taking time to speak with me today.

I sent you a little information ahead of time. Did you have a chance to review it? Do you have any questions about what I sent?

As a quick recap, we're going to be looking at a few screens together and just talking about what you see. Keep in mind the screens we will be looking at aren't fully functional, so if you click something and nothing happens, it's okay.

What I need is for you to look at these screens from a personal viewpoint rather than that of an employee… so be completely selfish in your responses.

As you look at these screens, I'll also ask you to be very forthcoming and speak a lot more than you may normally. Be the narrator of what you see, and tell me what you are thinking as you think it. I will interject with questions, but for the most part will just be listening.

We are being recorded, and I will be taking notes, so if I pause for a moment, don't worry.

Thank you.

Do you have any questions before we begin?

Let's get started…

Background

First, tell me a little more about yourself.

What is it you do for Lithium?

How long have you been here?

What is your experience with Lithium products?

Were you familiar with online communities before you started at Lithium? If so, what are some of those communities? What did you think of the experience?

Are you active on social media? Were you familiar with Klout before it was acquired by Lithium?

What topics would you say you are an expert in? If I wanted to find information about [their expert topic], where should I go? Who should I talk to?

Would you consider yourself an expert in communities now?

Task 1: Intro to Profile Cards

Have you ever visited the Skype Community?
The first screen we will look at will be from the Skype community.

[Preliminary instructions]
- Take a moment to look this over. What was the first thing you noticed? What drew you to that?
- What else draws your attention?
- Did you notice the block sort of in the middle center?
- What does that tell you? Is that valuable/not valuable? Why?
- What do you think this is meant to tell you?
- Why would Skype want to put this information here?
- Now, go ahead and move the cursor over one of those names.

[Profile Card appears]
- What do you suppose this is?
- Was this expected/unexpected?
- What do you notice first on this card?
- What else do you see?
- What kind of impression do you have of this person?
- Is any of this information helpful?
- When/where do you think this information would be most helpful?
- Who do you think controls this information?
- What actions do you think you can take from here?

[Another card]
- What do you notice first on this card?
- Does this feel different from the previous card? How?
- What else do you see?
- What kind of impression do you have of this person?
- Compared to the last person, how would you describe this person?

[Hover over another card and repeat above]

Task 2: User Assessment

Now, we're going to look at another screen.

Please imagine you are *not* a Lithium community user. You're looking to purchase a new home, and someone mentions an unfamiliar term to you. A quick Google search for this term—an "all cash offer"—lands you on this Redfin Community forum discussion. Here, you'll see that three users offered definitions of the term.

- Without reading the actual responses… what would make you trust one response over another?
- Would you say you'd trust the content of a response more or less than information about the user who posted it?
- What qualities would you look for in a trustworthy or credible respondent?

Please take the next few minutes to look over the users in this thread.
[Prompt to look at Profile Cards, if necessary.]

- What's the first thing you notice about this person? [Repeat]
- What is surprising or unexpected?
- Do you feel differently about the different people on this thread?
- What seem like the most important differences and similarities between these people?
- What kind of overall impression do you have of them?
- If you had to pick one response as the most trustworthy and credible, whose would it be?

Task 3: Customization Flow

This next screen might look familiar.

- Can you tell what it is? [Lithium Community: user settings.]

We're now going to talk about how the hovercard you saw in the Skype and Redfin Communities could be customized. Imagine these are your settings—so, you're Casey.

- Can you try to figure out how you might customize your Lithium Community hovercard, starting from this page?

[Lands on customization page]
- What is your impression of this page? Is anything surprising?
- What did you think of the steps to getting to this page?
- What can you tell me about customizing a Lithium Community hovercard?
- Is there anything here you expected to be able to change, but can't? Or something you *can* change, that you wouldn't think is customizable?

Who would you expect to be in charge of customizing…
- The overall design of these cards?
- The components that may be hidden or displayed?
- Anything else you think could be customizable here?

[If necessary]
- What pieces of information would you always choose to display on your own card?
- What would you expect to be able to see on someone else's card?
- What do you think a community admin should be allowed to control?

[Show printout of different customization versions]
- What do you think of all of these cards?
- Do any of these jump out at you?
- On a scale of 1-10, how unified do these images seem?
- If you saw this kind of variety in hovercards on a real community, do you think it would seem cohesive, or disorganized?
- Any other impressions?

Task 4: Responsive Implementation

Before we proceed…
- Would you expect/hope for the Profile Cards you saw earlier to be available if you accessed any of these communities from your phone or tablet?
- Why?
- If so, how would you expect them to look?

Now, please look at the following three screens, explore them, and feel free to move back and forth between them. The cursor should give you some hints.

[Accordion]
- What do you notice?
- What surprises you?
- Is there anything unexpected?
- What's your favorite thing about this screen? Least favorite?
- What is similar/different about the cards you saw earlier in our session?
- How would you rate this experience, on a scale of 1-10? [10 is best]

[Modal]
- What do you notice?
- What surprises you?
- Is there anything unexpected?
- What's your favorite thing about this screen? Least favorite?
- What is similar/different about the cards you saw earlier in our session?
- How would you rate this experience, on a scale of 1-10? [10 is best]

[Default]
- What do you notice?
- What surprises you?
- Is there anything unexpected?
- What's your favorite thing about this screen? Least favorite?
- What is similar/different about the cards you saw earlier in our session?
- How would you rate this experience, on a scale of 1-10? [10 is best]

Reflection

We've covered a lot of ground today. We'd like you to take a moment to reflect on things we've discussed.

- What are the two most important things that you'd like us to understand about your experience with us today?

- At this point, how do you feel about Profile Cards? Customization? Mobile?

- What makes you most excited or satisfied about this feature?

- What makes you most frustrated or unsatisfied about this feature?

- How would you summarize your perception and experience with this feature?

Wrap-Up

We really appreciate all the time you've given us. As we wrap up, let us summarize some of the key points we've learned about how you process and assess community user information.

<Summarize your observations and thoughts into some key points.>

- Do you have any additional thoughts to share with us?

- Do any observers have any questions?

Following Up

- Can we contact you for clarification if there are questions about today's session?

- Would you be interested in reviewing some storyboards based upon this research?

- If we do additional studies in the future, would you be willing to participate?

We sincerely appreciate the time you've given us today.