

Research Guide

*Usability Testing*

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# RESEARCH OVERVIEW

Testing sessions will be conducted with users to evaluate the usability of key tasks in the design.

## Specific Research Objectives:

* Validate the user’s mental model and goals as it relates to researching prescription medication impacts on fertility, pregnancy and infants.
* Identify any components in the design that cause confusion to users.
* Gauge user’s interest and perceived value of the concept and propensity to use the product.
* To set a baseline usability score for benchmarking over the course of product development.

## Research Methodology

### Testing Overview

The testing sessions will be conducted in one-on-one, task-based, remote sessions. A minimum of 6-8 users will participate. The testing will be conducted using a prototype to complete the specific tasks outlined in this Research Guide.

A facilitator will lead the testing sessions, taking each participant through the task-based scenarios. Observers may view the sessions via GoTo Meeting which will be used to broadcast the sessions for remote viewers. Screen activity and audio will be recorded. An observer will assist with note taking and analyzing research findings to facilitate a speedy delivery of results.

### Think Aloud Protocol

Participants will be asked to think aloud while completing the tasks. By asking participants to think aloud, we can capture qualitative data about their experience, including whether or not expectations are being met and why mistakes are made. The richness of this data can help us identify areas that should be refined.

# RESEARCH TIMELINE

|  |  |  |
| --- | --- | --- |
| Week | Activity | Deliverable |
| Day 1 | Planning the session details | Research Guide |
| Day 2 | Recruiting participants | Recruitment Screener |
| Day 3 | Facilitate usability testing | Interview Recordings |
| Day 4 | Evaluate and document findings and recommendations | Findings Summary |
| Day 5 | Iterate design based on findings | Design revisions |

# RECRUITING & SCHEDULING

## Recruiting

Research recruiter will recruit possible participants through use of a screener survey shared in multiple social media outlets. Qualified participants will be contacted and scheduled by the recruiter. All participants will be interviewed remotely, each participant will be contacted via phone and/or e-mail to invite their participation, confirm their date and time and to prepare them for the session.

### Recruitment Criteria

* Mix of user types – pregnant, nursing, trying to conceive
* Exclude anyone that works for a market research firm

### Recruitment Calling Script

*This script will be used when calling participants for final screening and scheduling. A follow-up email with session details will be sent after confirmation of a session time.*

Hello, my name is <your name> calling on behalf of <client name>. You have indicated a willingness to participate in a research study to provide feedback on BabySafe Rx. I’m calling to schedule your 30 minute session.

This session will take place remotely via web conference on Monday, June 22. As mentioned, you will receive a $30 Amazon.com electronic gift card in thanks for your participation in the session. In order to participate in the study, you’ll need a computer with internet access and either speakers and a microphone with your computer or a telephone to connect with the session. During our 30 minutes together we will show you a prototype to get your feedback, and to test the usability of functionality.

We have session times available on Monday, July 22. When would work best for you?

### Incentives

*Details about the incentive that each participant will receive, including who is responsible for distributing the incentive.*

The research partner will handle delivery of the incentives to each participant which will be a $30 Amazon gift card. Incentives will be sent via the participant’s email address within 2-3 business days after completing the session.

## Session Times & Details

*Details on scheduled session times with information for observers to join.*

|  |  |  |
| --- | --- | --- |
| Session Time | Participant | Web Conference Information |
| 8:00 am | Laura |  |
| 8:30 am | Lauren |  |
| 9:30am | Caylyn |  |
| 10:00 am | Lindsey |  |
| 10:30 am | Dana |  |
| 11:30 am | Gabrianna |  |
|  |  |  |
|  |  |  |
|  |  |  |

# SESSION AGENDA & DETAILED GUIDE

*The outline of activities that will be completed during each testing session, including detailed script of questions and tasks.*

## Session Agenda

* Welcome and Orientation (2 minutes)
* Pre-Test Interview Questions (3 minutes)
* Testing Scenario & User Tasks (20 minutes)
* Post-test Interview Questions (5 minutes)

## Welcome and Orientation

*Facilitator will welcome the participant and provide an overview of what will happen during the session.*

* Explain the overall purpose of the session: testing a new prototype of BabySafe Rx.
* Let the participant know what they will be interacting with. This is a prototype that is not fully functional.
* Explain the ‘think aloud’ principal. Explain how they will verbalize their thought process during the tasks.
* Explain that this is not test of you; we are testing the prototype design so please be honest with your feedback.
* Explain that you will have observers listening and will record session. Confirm that this is okay with the participant.
* Any questions?
* OK, let’s get started!

## Pre-Test Interview Questions

*List any interview questions prior to starting the user tasks. This may be questions about their prior experience with the system and/or similar systems. Include any questions about the user’s profile that might be relevant to the study and was not part of the screening process during recruitment.*

1. Please tell me a bit about yourself. Are you currently trying to conceive, pregnant or nursing?
2. Do you currently take any prescription medications?
   1. If yes,
      1. Which medications do you currently take?
      2. How do you understand the possible impacts to [fertility, fetus, newborn]
   2. If no, if you were to be prescribed medication, where would you go to understand possible impacts to [fertility, fetus, newborn]
3. What websites do you use today to research side effects of medications?

## Testing Scenario & User Tasks

*Script of all tasks that the participant will attempt to complete, organized by scenarios as needed.*

### User Tasks

1. Take a minute and review what you see on this page [the home page].
   1. What can you do on this page?
   2. Is there any information missing?
   3. How confident would you be in the results
2. Let’s say you have recently been prescribed Topamax. Go ahead and describe for me the safety of this drug on [fertility, fetus, newborn]
3. Describe for me what you see here (search results)
   1. How would you determine which result is the one you need?
   2. Is there enough information provided?
   3. What do the numbers indicate? Do you need more information about that at this point?
4. You want to see more specific details around Topamax, do you see how you might find that information? Show me.
   1. What is the current risk level? What does the risk level mean? Would you use this drug while pregnant?
   2. What would you do if you decided not to take this drug?
   3. Based on what you see here, is there any additional information that would be useful?
   4. Is there any information that is not important to you?
5. Now, let’s say you have seasonal allergies, and you want to see what medications you can safely take. Go ahead and search for that.
   1. Describe for me what you see here.
6. Think about the process you just completed, is there anything about the searching process you expected to work differently? What about it worked well for you? What about it did not?
7. What features in this tool are most important to you?

## Post-test Interview Questions

*List any interview questions for after the user completes the scenarios. This might include questions on perception or emotional responses to the attempted or completed tasks. This is an opportune time to probe for any additional feedback as it relates to the study.*

1. Based on what was shared with you today, on a scale of 1 being not at all likely to 10, being very likely, how likely are you to use a tool like the one you just saw?
2. Do you use any tools similar to this today?
3. Would you recommend this tool to a friend or relative? Why or why not?
4. Is there anything this tool doesn’t do that you expected it to do?