

# Research Plan for Ed.gov Redesign, 06-01-2020

## Goals

- ❑ Our product team will be conducting content and IA audits and user interviews for the Ed Gov Redesign
- ❑ Background: From Demo Prompt:
  - ❑ Redesign six pages: Homepage, Program office page, Informational page, Grant page, Contact Page, News Page
  - ❑ Create a new design proposal
- ❑ What question(s) do you hope to be able to answer after completing this research?
  - ❑ How can we create better user-friendly experience that is specific to teachers and educators, parents and college-bound students?
  - ❑ From our content audits, how can we improve user experience?
  - ❑ What key information and resources on Ed.gov sought by these identified personas are not easily accessible?
- ❑ Hypothesis: What is your hypothesis for this research?
  - ❑ If we create a more streamlined user journey with a plain language content strategy, can students, teachers and parents be able to get access to their desired resources that Ed.gov provides?

## Method

- ❑ Method of research we are planning for this tool:
  - ❑ Preliminary research
    - ❑ IA Audit
    - ❑ Ethnographic search (data.analytics.gov)
  - ❑ Before MVP Launch we conducted directed interviews with participants that identified themselves as with Teachers, Parents and/or Student

- ☐ Participants signed user interview consent forms. Redacted copies with PID taken out can be made available on request.

- ☐ We chose this method because \_\_\_\_\_
  - ☐ User interviews and results from survey will help determine if our proposed solution is addressing identified pain points
- ☐ Where are you planning to do your research?
  - ☐ *Use the identified pain points to streamline UX and information architecture of the requested pages for redesign*
- ☐ What will you be testing?
  - ☐ We will recommend specific User Testing after MVP launch
    - ☐ Test new proposed menu navigation
    - ☐ Test ability for users to navigate through content from our team's redesign.
- ☐ If remote: What tool do you plan to use?
  - ☐ Zoom and Google Forms
  - ☐ User Scenarios and User Journey (TBD)

## Participants and Recruitment

- ☐ Participant criteria: What are you looking for in a participant?
  - ☐ Current and past teachers, college bound students and early childhood parents
- ☐ What is your recruitment strategy?
  - ☐ POCs willing to engage for this user research because of stakeholder interest.
  - ☐ First requirement would to get confirmation clearance from their teams.

## When?

- ☐ Timeline: What dates do you plan to do research?

- ☐ We conducted during the 1st week of Design Sprint:  
6/5/2020
- ☐ Length of Sessions: How long do you estimate each session will be?
  - ☐ 30 to 45 mins to fill out online
- ☐ Availability
  - ☐ The schedule will depend on participants.
- ☐ Pilot: Which member of the design team will you pilot your research with?
  - ☐ Sr Design Researcher with oversight from our Project Manager and Lead Content Writer
- ☐ List the people who will be serving in each role.

## Team Roles

- ☐ Moderator: Mike Manalo, Sr Design Researcher
- ☐ Content Analyst: Amy Goodman
- ☐ Project Manager: Lauren Rosario
- ☐ Participant recruiting & screening: Done through internal screening
- ☐ Project point of contact:  
mmanalo@thesocompany.com
- ☐ Note-takers: Mike Manalo, Sr Design Researcher

## Resources

- ☐ Github Repo ([link](#))