

Stretching online research tools to meet your research goals

Lisa Fast

All links via <http://bit.ly/neouxpa>



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GitHub and Twitter:
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or connect with me on Linked In, I post articles
there...



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Favourite online research tools



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Treejack

The screenshot shows a web browser window for the Treejack application. The URL in the address bar is <https://apps.optimalworkshop.com/suite/treejack/admin/dashboard.jsp>. The page title is "Treejack". The header includes the Optimal Workshop logo, a navigation bar with "My Account", "Services", "Support", and "Sign out", and a "Create a new survey" button. Below the header is a search bar labeled "Tips for getting started". The main content area displays a table of surveys. The columns are "Status", "Survey", "Created", "Settings", and "Results". There are 25 surveys listed, with 124 responses. At the bottom of the page is a green footer bar with the UXPA conference logo and session survey information: "Session Survey: www.uxpa2016.org/sessionsurvey/170" and "#UXPA2016 @neoinsight".

Loop11

Custom demonstration task instructions
version demo is here:
<http://www.loop11.com/usability-test/27853/introduction/>

0% Complete On the web page below, find out what you should do when you find the answer to a task. Abandon Task Task Complete

Government of Canada Gouvernement du Canada

Jobs Immigration Travel Business Benefits Health Taxes More services

Home

Instructions

- Look or scroll up to the green task bar at the very top of the page and read the task.
- Find the answer to the task on the website. Use the menus, search box and links like you would normally.
- When you've found the answer to the task, click the **Task Complete** button up in the green task bar.
- If you can't find the answer, click the **Abandon Task** button.

Remember – we are not evaluating you, we are evaluating the website.
If you've read the instructions above, then this task is complete, and you should know which button to click to move on to the first real task!

Seattle | 2016 uxpa conference

Terms & Privacy

EyesDecide

EyesDecide

PLATFORM BUILT FOR PRICING COMPANY RESOURCES LOGIN

Optimize Designs

Our revolutionary webcam eye tracking platform delivers unparalleled insights into the effectiveness of your design.

Get Started

Optimize Your Designs

Visualise what is attracting users attention, and what isn't. See how your users see, through their eyes.

Leverage revolutionary eye tracking technology to gain deep insights into user behaviour, design effectiveness, user testing and so much more

Survey Monkey

The screenshot shows the SurveyMonkey homepage. At the top, there's a navigation bar with links for Home, How It Works, Examples, Survey Services, and Plans & Pricing. Below the navigation is a large image of a woman wearing glasses. To her right, the text "Create Surveys. Get Answers." is displayed above three steps: "Design" (with a lightbulb icon), "Collect" (with a clipboard icon), and "Analyze" (with a pie chart icon). Below these steps, there are descriptions: "Build your own surveys or choose from our templates." for Design, "Choose how to distribute and start collecting responses." for Collect, and "Use our powerful analytical tools for intelligent insights." for Analyze. At the bottom of the main section, there are four categories: Customer Satisfaction, Education (which is underlined in blue), Events, and Market Research.

Canada: FluidSurveys

The screenshot shows the FluidSurveys homepage. At the top, there's a dark header with the FluidSurveys logo, Pricing, Tour, Mobile Surveys, Resources, Blog, a phone number (1-866-218-5127), a "VIEW A DEMO" button, and a "SIGN UP FREE" button. Below the header is a large blue call-to-action box with the text "Online survey software at its best." and a subtext "Create online, offline, mobile & tablet surveys & forms in seconds. Simple & easy. Get started for FREE!". It features input fields for Email and Password, and two buttons: "SIGN UP FOR PRO" (orange) and "START FOR FREE" (green). To the right of this box is a photo of a smiling woman. Above her is a circular badge with the text "100% Mobile Compatible" and "Surveys work beautifully on any mobile device." At the very bottom of the page, there's a small Canadian flag icon and the text "FluidSurveys is proud to be 100% Canadian. You can sleep easy knowing all your data is hosted on Canadian servers."

Prototyping with Surveyware



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Instructions: We are interested in whether you actually take the time to read the directions. So, in order to demonstrate that you have read the instructions, please ignore the question below. Instead, simply put your hand on your opposite shoulder.

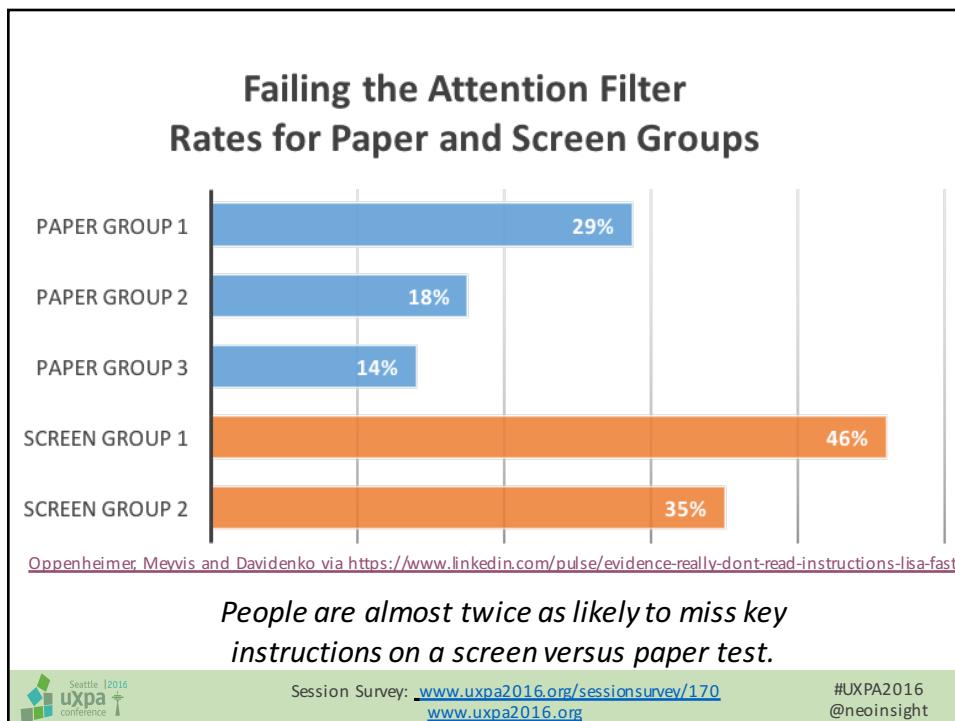
Do you have an online survey account?

- Yes – put your hand up
- No, not yet



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How to complete your Employment Insurance paper report

What you should know

To receive your EI payments, you must complete and submit reports that usually cover 2 calendar weeks, from Sunday to Saturday. However, if you claim maternity and parental, parents of critically ill children or compassionate care benefits, you don't have to complete reports.

Our standard way of processing and paying benefits is:

- the [Reporting Service by Internet](#)
- the [Telephone reporting service](#)

If you cannot transmit your report online or by phone, you must complete and mail a paper report. If you are not receiving your EI payment by direct deposit, here is [how you can apply for EI direct deposit](#).

Shortly after applying for EI, you will receive by mail your Access code. Your access code is the four-digit code printed in the shaded area of your benefit statement. Your access code and your Social Insurance Number (SIN) are required to obtain specific information on your EI claim.

Before you start completing your report

To complete your report you need the following:

- If you worked during the period covered, you must provide dates and the number of hours worked, the name and address of the employer you worked for and your total salary before deductions, including tips and commissions — for each week of the report;
- If you started full time work, you must provide the exact date you started to work full-time;
- If you attended school or training, you must provide the number of hours that you were in training and the amount of any training allowance received;
- If you were unavailable for work, for example, you were out of the country, on holidays or you were not looking for work for any reason or if you were incapable of working for illness or injury, you must provide the exact dates;
- If you received or you will receive other money, you must indicate the types of money received, and from whom it was received and the amount, for example, a pension income.

Research Goal: 1 sprint to try different approach



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Solution: Prototype in Fluid Surveys



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Team prototyped together for each sprint – can add images, videos



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The screenshot shows the Fluidsurvey Advanced Branching Wizard. A large text box in the center contains the following logic:

```
1. If Are you a Canadian citizen? is no  
    [birthdate] What is your date of b  
  
2. If [handleNonCitizen] You must be  
    application forms for Travel Docu  
  
3. If Are you a Canadian citizen? is no  
  
4. If [birthdate] What is your date of b  
    then show [almostSixteen] This p  
  
5. If [birthdate] What is your date of b  
  
6. If Is the passport application for an  
    then hide Are you a Canadian citi
```

A callout box highlights the complexity of the logic with the text: "Lots of sophisticated logic is possible in Fluidsurvey, with no programming skills required."

At the bottom right of the wizard is a blue "Save Changes" button.

Research goal: iterate & test facet design alternatives



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Step 3

Find permits and licences for these topics.

Select any that may apply to you. [select all](#) [clear selected](#)

Starting or managing a business (general)

- Recruiting or hiring workers (1 PERMITS)
- Registering your business (9 PERMITS)
- Signs, billboards and other advertising (4 PERMITS)

Serving, selling, exporting, importing

- Exporting or importing goods, animals or plants (5 PERMITS)
- Selling tobacco (retail or wholesale) (1 PERMITS)
- Serving or selling food or alcohol (6 PERMITS)

Construction, development and zoning

- Constructing roads or railways, including road cuts (4 PERMITS)
- Constructing, renovating, demolishing or moving buildings (5 PERMITS)
- Development, including environmental assessments and zoning (4 PERMITS)
- Erecting temporary structures (tents, trailers, hoardings) (1 PERMITS)

2. Open a Restaurant with a Bar

Select the activities that would display the right set of permits and licenses if you wanted to: OPEN A RESTAURANT WITH A BAR.

Starting or Managing a Business

- Licensing or certifying an individual to perform a trade or profession
- Home-based business
- Recruiting or hiring workers
- Registering or changing a business, business name, or legal status
- Signs, billboards and other advertising

Providing professional or personal services

- Equipment or vehicle leasing, repair, maintenance or training
- Financial, insurance or real estate services
- Freight, courier or other transport or delivery
- Gaming, entertainment or recreation, including special events
- Lodging or accommodation (rentals, retirement homes, hotels, B&Bs, trailer camps)
- Passenger transportation services (taxi, bus, rail)
- Other personal services (hair salons, esthetics, cleaning, funeral services)
- Health and personal care services (child care, dentist, therapists)
- Photography, film, computer, graphic design or similar services
- Security services
- Telecommunications and broadcasting, including spectrum licencing

Serving, selling, exporting and importing

- Exporting or importing goods, animals or plants

Research Goal: Recruit & run across sprints

Library and Archives Canada
www.collectionscanada.gc.ca

Genealogy and Family History

Introduction

Welcome to a great place to research your family history.

Surname, Given Name(s): GO

Most Requested Records

- Births, Marriages, Deaths
- Census and Enumerations
- Immigration and Citizenship
- Military
- Land
- Employment

How to Begin

- What to Do First
- Choosing a Strategy
- Finding Information
- Organizing Information
- Learning More

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Collection Online Research Copies & Visiting Services for Professionals

Search All

- Tips for Searching
- Not Everything is Online

Ancestor Search

- Ancestor Search Tips

Library Search - books, pubs...

- Digital Books & Journals Search
- Theses Search

Archives Search - fonds

- Image Search - photos, maps, art...
- Archives Search Tips

Genealogy & Family History

- How to Begin
- Births, Marriages & Deaths
- Immigration & Citizenship

Censuses

Military Heritage

- First World War
- Soldiers of the First World War
- Second World War: 1939-1945
- Second World War - War Dead Files

Portrait Portal

Research Aids & Services

- Online Research Aids & Guides
- Academic Research
- Top 5 Research Tips
- Citing Archival Sources
- Research Tools
- Hire a Freelance Researcher
- Ask Us a Question
- Frequently Asked Questions

January 9, 2014 LAC's Audiovisual migration

May 17, 2012 How We Serve Canadians: For the Record

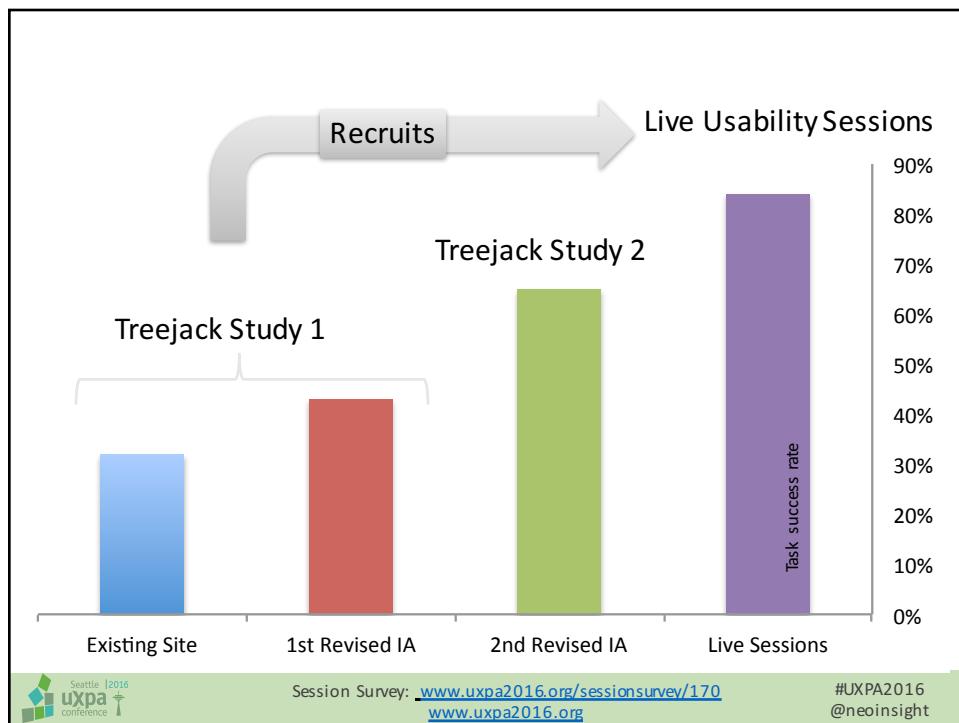
www.uxpa2016.org

Twitter

Tweets

LibraryArchiveCanada @LibraryArchives

@neoinsp



UXPA Demo

Messages

Welcome

Instructions

Here's how it works:

1. A task will be displayed, with a list of links.
2. Choose the link that you would use to find the answer to the task.

This is not a test of your ability, there are no right or wrong answers.

That's it, let's get started!

Reset Instructions to default

Thank you

All done, awesome! Thanks again for your participation. Your responses will help us organize the content so we can make our website better.

You may now close this window or navigate to another web page.

Redirect URL

http://fluidsurveys.com/s/tbsr3/

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Add a question to break flow

Post-Survey Questions

Message

Thanks for taking the time to help!

After you click Continue, you will be offered a chance to qualify for a detailed 50 minute online usability session sometime in the next year. If selected, you will receive a \$50 Amazon.ca gift certificate as a thank-you for your time after your session.

If you have any questions about this study, please contact Lisa Fast of Neo Insight at 613-686-6672

1. How would you categorize yourself in terms of today's visit to the government site? *

Multiple choice, single answer (radio select)

- Scientist/researcher
- Job seeker
- Government employee
- Media
- Other

Recruiter shows different questions for phones



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Recruit Motivated Participants



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Research Goal: Test Interactive Voice Designs



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Many people still call!



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Yikes!

2 scripts x 40

Pages Long



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Treejack!

Collaborator click &

read Treejack as if

he is Live Phone

System



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Some Coding Magic: Transform Script into Excel Tree for Treejack



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Participant Phones in to Session Meeting

Facilitator reads tasks from Treejack

Participant listens, selects

Collaborator reads script, clicks in responses

Task 1 of 3
2 - How would you find out how to sponsor your brother to come live in Canada?

Home

- ▼ For English, press 1.
- 0:Choose one of these menu options:
- For application status, change of address, lost or stolen document, or verification of status, press 1.
- For the Permanent Resident Program, press 2.
- For the Temporary Resident Program, press 3.
- For the Citizenship Program, press 4.
- To report immigration or citizenship fraud, press 5.
- To find out about <Emergency Messages>, press 6.
- To hear this menu again, press 9.

Skip this task

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Bonus: Collaborator picked up on cues



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Results suggested scripted emphasis & 2 speeds

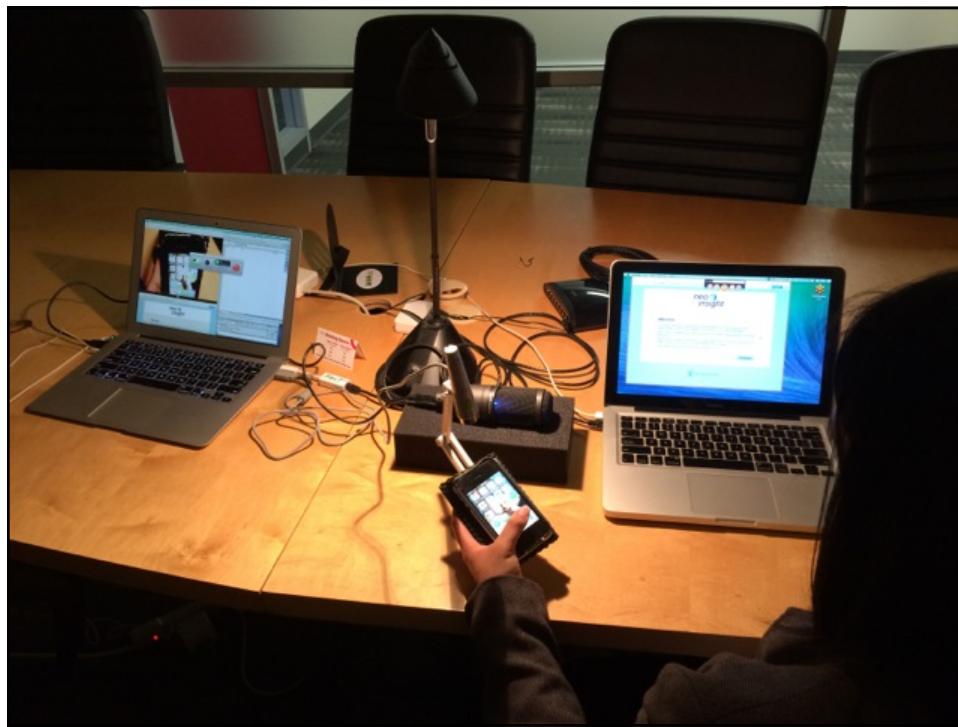


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**Research goal:
Display tasks for
mobile usability
sessions**

**Solution: put
script & tasks
into Treejack
for participant**



Facilitator Screen

IEVO Presenter - P2V

Zoom: 1x Mirror: V+H Timer: Off Resolution: 1024x768 Exposure: -2 AF-L / MF

Fri 4:28 PM Lisa Fast

Press Enter to take snapshot.

HOST Treejack by Optimal Workshop

Task 2 of 12 Where would you find a job in the Navy?

View of device and fingers – mic picks up both voices

Task on participant laptop via Join.me

Facilitator notes – can be cropped out of session videos

Time	Name	Note	Seconds
2	15:47:50	Begin task	1
3	16:12:40	Observation Put task numbers into Treejac	3446
4	16:13:02	Observation Tell them how to Canadiana	3510
5	16:13:04	Observation how to top	3522
6	16:13:24	Observation n hamburger	3532
7	16:13:41	Observation Not sure what to do in menu	3540
8	16:13:42	Observation work in ELL	3545
9	16:14:14	Observation kept progress in search box good	3582
10	16:14:33	Observation n work in canada	3601
11	16:14:34	Observation canada	3621
12	16:14:54	Observation n find out if need a permit	3622
13	16:15:13	Observation Are the letters not working?	3649
14	16:15:14	Observation work??	3650
15	16:17:11	Observation circle	3759
16	16:17:39	Observation little bit too much Canadian gobbledegook	3767
17	16:18:01	Observation labour market permit	3791
18	16:18:11	End task	3818
19	16:18:13	Observation Time limits	
20	16:22:08	Observation Bring a light??	
21	16:22:59	Observation	
22	16:24:30	Begin task Navy task	0
23	16:24:40	Begin task navy	6
24	16:25:50	Observation n find jobs in Canada	72
25	16:25:55		91
26	16:26:31		

MarkerTool

Marker Name: []

Marker Note: []

Marker Description: []

Recent Entries

- M 16:25:52 Observation (Ctrl-o) in careers
- M 16:26:11 Observation (Ctrl-o) sw seaman

Marker Description

Record

Cancel

203

Try it:

Treejack script & tasks

- designed for iPad or Laptop
 via bit.ly/neouxpa



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Hack a mobile UX camera
 - take out lead weights, flip it over
 - Built in microphone in swivel camera head




Zigi HD Document Camera, <\$200



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**Research Goal:
run eye tracking
to clarify
results...
without a lab**

**Remote eye
tracking – via
built-in camera**
<http://eyesdecide.com>

Video demo for UXPA:

https://youtu.be/_dxGpJ4N8Co



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People weren't finding links in menu – client thought labels were the problem

[Home](#) → [Winterlude](#) → [Official sites and other locations](#)

Winterlude
Calendar of events
Official sites and other locations
Confederation Park
Jacques-Cartier Park
Rideau Canal Skateway
Partner activities in the Capital Region
Sponsors and partners
Visitor information
Take part in Winterlude
Volunteer
About Winterlude

Jacques-Cartier Park

Come Play in the Snow!

Experience winter fun at the biggest snow playground on the continent! At the Snowflake Kingdom in Gatineau, you'll find tons of activities inspired by Canadian winter and Northern traditions.

The [Ice Hog family](#), beloved mascots of Winterlude, can also be found at the Snowflake Kingdom. The Ice Hog family lives here at Jacques-Cartier Park while visiting Canada's Capital Region each February. They love to play and give out hugs, and are happy to pose for pictures.

Snowflake Kingdom is presented by the [Ville de Gatineau](#) and Canadian Heritage.

Reminder: Snowflake Kingdom is closed on Tuesdays and Wednesdays.

YouTube

[View all the Winterlude videos on the YouTube playlist.](#)

Date modified: 2016-01-30

[Feedback](#)

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**Tack it on to
end of remote
test session
or build a panel**

**Issues: only get
60 seconds
Solution: run a
Chalkmark too**

Try it yourself
Need Chrome &
camera:
eyes decide

via bit.ly/neouxpa



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**Questions?
Tweet me your stretch
uses**

Survey please!



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