



Lecture 10 (17th Nov 2022)

Recruitment and facilitation -

3 User Segments

2 diff, 1 same with diff criteria

Total 5-6 users

Session schedule -

Fill after if not planned ahead time

Name of facilitator and note taker

Overview of methodology -

Card sorting, interview etc

Facilitation

1-1, focus group, zoom etc

Test env-

app, desktop, type of computer

Study structure -

In depth overview of what well be discussing, structure of how talking about things (after discussion guide is done)

RESEARCH OBJECTIVES (1-3)

1. Credibility

To determine how we can make the users trust our website to further trust the organisations and events.

Determine the trustworthiness of the information posted on the website.

Determine the trustworthiness of the information provided on the website.

Did we make a website trustworthy enough for the users.

2. Usability -

Assess the findability of the features required for our core task.

Understand the easability of navigation of the website.

Did the users finish the required task

Assess the easability of completing required core tasks in the website.

3. Understand user behaviour

Key words -

Assess

Determine

Calculate

Compare

Explain

Describe

Understand

Recruitment -

1 Organisation (write reason, bcs we were only able to reach out to one person who works at organisation)

2 Volunteers (Students and Working Adults)

2 Donation (Students and Working Adults)

General questions:

1. How do you usually search for volunteering events?
2. Are you able to find the events you are looking for each time?
3. How do you feel about volunteering for an event you have never volunteered before?
4. How do you feel about volunteering for an event you have seen online only?
5. Thinking of a website with volunteering events, what information is relevant to you?
6. Given that you mention credibility, how would you define a credible organization? How do you identify credibility when you see it in the Internet?
7. What would you like to see in a volunteering and donation website?
8. Based on the introduction provided, what is your expectation on this website?
9. According to you how do you categorize volunteering events?

Usability questions:

1. Looking at the prototype, walk me through what you see in the home screen?
2. What do you think is the purpose of the top ribbon buttons?
3. What is the purpose of the bottom buttons?
4. As a first task, start searching for a volunteering event. Are you able to identify your interest in a volunteering event?
5. Can you find another way on how to run this task?
6. If you identify another way, which flow do you prefer better?
7. When an event is showing, what would you expect to do next?
8. Are the buttons on the side, helping you to decide?
9. What additional features would you like to see in the events page?
10. How would you feel this additional feature will help you decide?

11. According to you, what should be the sequence of the navigation pages?
12. Do you find the information available online credible?
13. Do you think the information found in the website is dependable?

Suggestions by Rachel -

Have u ever thought about the credibility of an organization

What do you see on this page

Take a look at the top nav what do you think you can see on those buttons

Run it and then see which path user takes

Why did they take this path ?

Make them test the other path as well

Ask which one is easier

Can you find any other way u can complete this task

Lets say there's a way u can do this through this page

Sceanio based

Rather than calling when an event is showing

What do you think there is on the bottom right of the page

Think through biases in each question

Reorder the questions

Rating scales after task (1-5)

Back up qualitative data for the ratings

Max 45 mins interview