

# Usability Interviews - Research Proposal

Group 1

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## Research Objectives:

### 1. Credibility

- Determine the trustworthiness of the information provided on the website.
  - Did we make the website trustworthy enough for users looking to volunteer and donate?
  - Did we make the website trustworthy enough for users looking for a platform to post their events and donation drives?

### 2. Usability

- Assess the easability of completing required core tasks on the website.
  - Can users easily search and apply for volunteering events and donation drives?
  - Can organizations easily post their events, update, and track them accordingly?

### 3. Understand user behavior

- What is a user focusing on when looking to volunteer or donate?
- What is an organization focusing on when looking to recruit volunteers or collect donations?

## Recruitment & Facilitation:

### *Recruitment Criteria*

User Segment	Some recruitment criteria	Anticipated Completes
Volunteers	Student and working adult looking for volunteering events	n= 2
Donors	Student and working adult looking for donation drives	n= 2
Organization Worker	Individual working in an organization	n= 1

### *Session Schedule*

User Name	Date	Time	Facilitator	Note Taker
Ana	24th Nov	11 am	Evis	Hema Sree
Purvika	24th Nov	4pm	Vidisha	Femina
Samriddhi	25th Nov	4pm	Femina	Saumya
Neel	25th Nov	5pm	Hema Sree	Evis
Shreya	26th Nov	4pm	Saumya	Vidisha

## Methodology:

	<b>METHODOLOGY NAME</b>
<b>Overview of methodology</b>	Usability interviews would be conducted on the participants mentioned by making the user run through the core tasks relevant to their segment followed up by questions. Contextual interviews will be conducted to understand what motivates users to participate in volunteering events or donate to specific causes, also, how organizations recruit skilled people to support their initiatives.
<b>Facilitation</b>	The interviews would be conducted 1-1 in person or online via zoom, with 1 facilitator and 1 note-taker.
<b>Test environment</b>	The website would be tested on Macbook and Windows laptops Location will be at school library, at home, and at a public library.
<b>Study structure</b>	The study is divided into 5 sections. The users would be asked a set of general questions followed by usability questions. The test is further divided into 3 segments for the volunteers, donors, and organization.

## Discussion Guide/Test Format

### General information and contextual 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. According to you, how do you categorize volunteering events?
4. How do you feel about volunteering for an event you have never volunteered before?
5. How do you feel about volunteering for an event you have seen online only?
  - a. What online only means
6. Thinking of a website with volunteering events, what information is relevant to you?

7. **Scenario: If Mentions “Credibility, Reliable”** - Given that you mention credibility, how would you define a credible organization?

Or

**Scenario: If credibility does not come up** - Have u ever thought about the “credibility” of an organization? How would you define a credible organization?

8. How do you identify credibility when you see it on the Internet?
9. What would you like to see in a volunteering and donation website?
10. **Scenario: Provide an intro to the system** - Based on the introduction, what is your expectation on this website?
11. **Scenario: For organizations only** -
- a. How do you recruit volunteers?
  - b. How do you attract volunteers to your events?
  - c. Have you ever considered incentives? If yes, provide some examples
  - d. Do you need to train volunteers?

**Usability questions:**

1. **Scenario: Starting from the homepage** - Walk me through what you see in this page?
2. Take a look at the top navigation bar, what do you think you would see on those buttons?
3. What do you think is at the bottom of the page? What is the purpose of those buttons?

## **QUESTIONS FOR VOLUNTEERS SEGMENT**

1. As a first task, start searching for and then register to a volunteering event.

**Scenario: Measure how much time it will take to start the process**

2. Why did you take this path?
3. Are you able to identify your interest in a volunteering event?
4. What other criterias do you use when searching?
5. Let's say there is another way to run this task, can you find it?

**Scenario: If they cannot identify, give them a lead where to start from and let run the task**

6. Which path do you like better? Why?
7. **Scenario: Once in the event page** - What would you expect to do next?
8. **Scenario: Point at the buttons on the right** - What do you think those buttons are for?
9. What additional features would you like to see in this page?
10. **Scenario: If a feature is mentioned** - How would you feel this additional feature will help you decide?
11. Do you find the event information credible?
12. Do you find the organization reliable?
13. **Scenario: After registering** - What is your opinion on the registration process?
14. According to you, what should be the sequence of actions?
15. Do you think the information found in the website is dependable?
16. On a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree" how would you rate these statements:
  - a. I found the various functions in this application were well integrated
  - b. I needed to learn a lot of things before I could get going with this website
  - c. I think I would like to use this website frequently.
  - d. I felt confident using the website.

## **QUESTIONS FOR DONORS SEGMENT**

1. As a first task, start searching for a donation drive.

**Scenario: Measure how much time it will take to start the process**

2. Why did you take this path?
3. Are you able to identify your interest in a donation drive?
4. What other criterias do you use when searching?
5. Let's say there is another way to run this task, can you find it?

**Scenario: If they cannot identify, give them a lead where to start from and let run the task**

6. Which path do you like better? Why?
7. **Scenario: Once in the donation page** - What would you expect to do next?
8. **Scenario: Point at the buttons on the right** - What do you think those buttons are for?
9. What additional features would you like to see in this page?
10. **Scenario: If a feature is mentioned** - How would you feel this additional feature will help you decide where to donate?
11. Do you find the donation information credible?
12. Do you find the organization reliable?
13. **Scenario: After completing the task end to end** - What is your opinion on the process?
14. According to you, what should be the sequence of actions?
15. Do you think the information found in the website is dependable?
16. On a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree" how would you rate these statements:
  - a. I found the various functions in this application were well integrated
  - b. I needed to learn a lot of things before I could get going with this website

- c. I think I would like to use this website frequently.
- d. I felt confident using the website.

## **QUESTIONS FOR ORGANIZATIONS SEGMENT**

1. As a first task, start logging it to your organization account.

**Scenario: Measure how much time it will take to start the process**

2. Why did you take this path?
3. Let's say there is another way to run this task, can you find it?

**Scenario: If they cannot identify, give them a lead where to start from and then let run the task**

4. Which path do you like better? Why?
5. **Scenario: Look at the login page** - Why do you think the EID is needed?
6. **Scenario: Look at the organization page** - Walk me through the filtering criteria in this page?
7. What do you think about the event grouping options?
8. What additional features would you like to see in this page?
9. **Scenario: If a feature is mentioned** - How would you feel this additional feature will bust your organization performance?
10. **Scenario: Point at the buttons on the right of each event** - What do you think those buttons are for?
11. **Scenario: Point at the organization profile on the far right** - What do you think each feature shows?
  - a. What else would you be interested to see?
12. **Scenario: Add a new event** - What is your opinion on the registration process?
  - a. Would you need to add anything else to this form?
13. According to you, what should be the sequence of actions?

14. Do you find the platform credible?

15. Do you think the information found in the website is dependable?

16. On a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree"

how would you rate these statements:

- a. I found the various functions in this application were well integrated
- b. I needed to learn a lot of things before I could get going with this website
- c. I think I would like to use this website frequently.
- d. I felt confident using the website.