

STRATEGY FOR USABILITY TESTS AND USER INTERVIEWS

Goal: Provide a better user experience for the company intranet by addressing issues based off observations and feedback. Define behavior patterns in videos and in surveys.

Where do we want to BE: the Intranet's Role

- Be relevant
- Be easy and clean
- Be lean
- Be on multiple devices
- Be productive
- Be optimized

Specific Goals for interviews

Be Intentional –

Interviewing people in context allows interviewers to question in real time.

Assign Tasks –

Define a list of tasks for users to accomplish within a given time.

QUALITATIVE RESEARCH

Observation and on-on-one interviewing-

- Purpose: To form a list of problems with the product
- Time: Before and after lunch
- Who: Various teams (moderate to non usage), based off recent activity
- Where: Small conference room (3rd floor in tech bldg.)
- Who watches: XYZ, records live video and takes notes
- Who identifies insights: XYZ

Interviews

- Give list of tasks for user to perform
- Observe user actions, frustrations, comments
- Will use open-ended questions, building off of one another
- Will use Chrome for testing
- Limited 30 mins, max 4 in one day
- Usage of iPad's to record video
- Set-up in a small conference room

- Will use MacBook Pro and monitor, all settings/environment will remain the same for all interviews. Will book room for two days in a row for back-to-back sessions.

Example: Tasks types (mainly for Kristi as a reminder)

Tasks – Can you show me how to make a birthday cake?

Participation – Can you show me how I can make a birthday cake?

Demonstration – Show us how to make a birthday cake.

Role-playing – I'll be the customer and you will be the baker, show me how they should respond.

Sequence – Walk me through a typical day.

Specific example – What did you make for the last birthday party?

AREAS OF FOCUS – TECHNIQUE

(Card Sorting) Navigation of main menu / site architecture

- Will ask them to categorize topics and main categories.
(Usability Tests) People Search, General Search, Applications, I Need To's, Company Calendar, Profile's, and Departments, EAC, Home page.
- Will work out tasks once individuals are confirmed.

User Open-Ended Questions (via email) before interviewing

Goals

Are you familiar with the company intranet?

How do you spend most of your time when using company intranet?

Do you have a main objective when using the company intranet?

How does your main objective affect your productivity?

In your role, what are your day-to-day functions?

How do your daily tasks align with your team?

What are your team objectives?

How do your team objectives align with the company goals?

Productivity

How have your teams working style changed over the years?

What works best in order for your team to be productive?

If you had a one stop shop for productivity, what would your favorite tools / functions be?

What are some challenges you and your team face in your day-to-day tasks?

How do you handle the challenges?

Devices

What browsers do you like to use and why?

Which device do you mainly use for work and why?

Are you mobile and why?

Possible interviewees for (card sorting)

- (Director and Above, various areas)
 1. XYZ, (IT Workforce) Not Active
 2. XYZ, VP Not Active
 3. XYZ, Director (Multi-Platform Operations) Not Active
 4. XYZ, (Programming Sales, Director) Not Active

Possible interviewees for users (usability tests)

- (Director and Below, various areas)
 1. XYZ, (IT, Technology Specialist) Somewhat active
 2. XYZ, (Finance, Supervisor) Active
 3. XYZ, (HR, Executive Asst.) Not Active
 4. Maria Murphy (Post-Production, Designer) Somewhat Active
 5. XYZ, (Media Logistics, Metadata Admin) Active
 6. XYZ, (QA / Software Engineer) Somewhat active
 7. XYZ, (Production, Coordinator) Not Active
 8. XYZ, (Program Scheduling, Director) Somewhat active

Testers for Dry Run

- XYZ, (Technical Trainer)
- XYZ, (Technical Trainer)

TIMELINE AND ACTION ITEMS

Δ (DC / EB) needs immediate review for fast turn around

Dates *Tasks*

<i>Dates</i>	<i>Tasks</i>
Week 1 – Prep	
3.2 M	Send email-introducing research program to possible users and non-users. Add QA for screening purposes. Add Tentative-testing times. Δ KH EB
3.4 W	Dry run (testing session) with Greg E. and David S. KH
3.6 F	Deadline to reply to email.
3.9 M	Send follow up with email with confidentiality statement. Send QA's for task assessment. Δ KH EB
3.10 T	Assign tasks and questions that best match each candidate. KH
3.13 F	Email agenda of meeting with expected tasks – reminder for consent form. Set expectations of interview. Δ KH EB
3.16-20	Spring Break
Week 2 – Interviews – Document Findings	
3.24 T	Interview 4 users each day - list three prompt insights immediately following interviews. KH
3.25 W	Send follow up email for feedback and thank you note for participation. KH EB
3.26-27	Document Findings KH

Week 4 – Review Findings

3.30 – 4.3
M - TH Review video and documentation; break analysis down. Review common issues and what's working, i.e. best solutions. KH / EH

Week 5 – Review Recommendations

4.6 – 4.8 Create hi-fi comps based off findings for recommendations. KH

4.9 | *TH* Review recommendations with WSD Online Services team.

Conclusion

Present findings and feedback to XYZ on 5.19. Deliverables include a PPT presentation, videos, and documentation with survey results/feedback.