

TEST PLAN & PROTOCOL

Evaluation Pre-Planning Worksheet

List 2 potential questions that could be evaluated with your current paper prototype

	Evaluation Question	What will you measure to answer this question?	How will you measure it?	What is the ideal evaluation environment?	Who are the ideal participants?
1	Is terminology universal and easy to understand?	Approaches to complete the task Time taken to complete the task	Count of successful attempts No. of Seconds	A classroom or study environment	Any person who can operate computer and use internet browser.
2	Is navigation confusing?	Completion of task and then correct answers to questions.	Time taken Pages Visited Correct Answers	A classroom or study environment	Any person who can operate computer and use internet browser.
3	Does website provide clue to user about their current location on website?	Correct Answer to question Time taken to answer the question	Time taken Pages Visited Correct Answers	A classroom or study environment	Any person who can operate computer and use internet browser.

Test Plan

Preparing for the session

To prepare for the experiment session, I will:

- Print script for the session.
- Print consent forms.
- Print questionnaire/interview forms.
- Set up a computer for the participants to use
- Set up a bookmark question/task-wise so user see exactly what I want.

Before each session, I will:

- Make sure setup is working well.
- Inform user about consent and hand out forms
- Start recording device (voice recorder)

After each session, I will:

- Thanks participant.
- Ask for feedbacks and their thoughts, open short-discussion.

Test Protocol

Introduction

“Hi! thanks for participating. This evaluation will hardly take 5-7 minutes. You’ll be show a website and would be asked to perform some task and will be observed and might be asked some actions upon your actions. It would very easy tasks.”

“First, I’ll have to take your consent and would ask you to fill out the consent form which is basically informing you about the data we collect would be confidential and will strictly be used for this test only.” <Get consent form signed>

“The main purpose of this study is to compare the two different website’s interfaces. You’ll be asked to perform the same task on both the websites and would then be asked some feedback about it.”

“While performing the task please think aloud if that is not a problem. We are not testing your answers on this and there is no wrong answer to these questions or wrong way to do these tasks. Your participation helps us understand what works and what doesn’t work about these websites. I am just a researcher and I did not design the website, so please provide try to provide an honest feedback about the interfaces. Please do not hesitate”

Any questions before we start?

Scenarios

- You are a parent of girl child living in Maryland. After having a look around the website you find it interesting.
 - You think it would be a good idea to subscribe to newsletters from Girl on the Run
 - Your first task is to subscribe to (email) newsletter updates from the website. Think where you can find it and try to subscribe. *[Terminology]*
 - You know that there many program offered by organization *[Navigation]*
 - Can you check out the programs offered by organization?
 - Do you think there can other way to reach the same location? Try that!
 - You are also interested in checking scholarships offered by organization *[Navigation]*
 - Can get some information about scholarships?
 - Do you think there can other way to reach the same location? Try that!
- You are a parent of girl child living in Maryland. After having a look around the website you find it interesting.
 - You had been surfing on the website for a while and had to attend a call, once your return from the call you see a screen where you left but don’t exactly remember on what section of the page were you
 - Try and find out where are you? What page and sub-section. *[Current Location]*
- You are a running another non-profit organization. After having a look around the website you find it interesting and wish to work with GOTR in combined venture
 - Try and find option to do that. *[Terminology]*

Debrief

“Thank you for participating. I have one last short questionnaire for you to fill out”

Closing questionnaire

1. Think about the language used on each website. Which made the most sense to you?

Interface 1

Interface 2

Why?

2. Which interface did you find easier to navigate?

Interface 1

Interface 2

Why?

3. Which interface do you prefer overall?

Interface 1

Interface 2

Why?

“Do you have any final thoughts you would like to share about either interface you interacted with today?”

Consent form

Session Consent Form

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This consent form describes the research study in which you are being asked to participate. This form provides information on what you will be asked to do for the study. If you have any questions about this form, you may ask the researcher.

The purpose of this study is to evaluate two different website interfaces. This research study is for HCC 729 with Dr. Amy Hurst. This study will take anywhere from 15-20 minutes. You will not benefit directly from this study. Your identity will be kept anonymous to the professor of this class, the researcher’s classmates, and the client. This study is entirely voluntary and you may choose not to participate. You may choose not to participate at any time.

If you would like to participate in this study, please sign your name and date on the appropriate lines:

Signature: _____

Date: _____

Data Measures

Quantitative Data

- Number of attempts made (lesser the better).
- Number of successful completion of task (more the better).
- Time taken in seconds (lesser the better).

Qualitative Data

- Think aloud notes.
- Correctness of the answers to the questions.
- Feedback at end.

Preparation and Trade-offs

Write-up about your preparation and the trade-offs you had to make

I have to refine my medium fidelity prototype and probably have to use Axure interface to make it interactive rather than using inVision (which is not as efficient as the current site and could create a bias for participant) to include more information rather than non-working navigation. I added links to my navigation that then led to pages with screenshots of the existing interface.

I plan to use eye tracking set-up, which would give me precision and quality data for analysis. In order to do this I have to pilot this test and practise using the setup to confidently perform the test. Trade-off that I have to make is quality of interaction in my prototype. It is not possible to create a prototype as good as the current website but will work for my test.