Usability Test Script

Study Goals

- Understand users' perceptions regarding the interface
- Understand users' perceptions of the value system's influence on the interface Understand users' preferences for task completion
- Identify design issues and pain points in interface design

Intro

Thanks for taking the time to participate in my project today. This is a concept test of an equity dashboard for writing program administration. I will be audio and video recording our session today.

If you're ready, I'd like to get started with some questions. If you could just give me the short version of your answers here, that'd be great, and I'll follow up if I need to.

Interview Questions

Interest

- Why were you interested in participating in this study?

Administrative Experience

Adapt to get current/past involvement with FYC and year range.
- On the initial survey, you indicated that you hold or had held the position of _____. Is that right?
- How long have you held this position?
- Can you describe the way you most frequently use program data?
    - How often, if at all, do data visualizations play a role in that?

Technology Experience and Perceptions

- On a scale of 1 to 4 (with 1 being very uninterested and 4 being very interested), how interested are you in LEARNING ABOUT new technology related to your job?
- On a scale of 1 to 4 (with 1 being very unwilling and 4 being very willing), how willing are you to USE new technology related to your job?
- When I say the word "analytics," what do you think of?

When I say *analytics* in this study, I'm referring to software that gathers, processes, and visualizes data.

- Have you ever used any kind of analytics dashboard before? An example could be something like an Apple Watch giving you steps.

- Tell me about the last time you used something like that.
- Do you use analytics regularly in your work (e.g., administration, teaching, service, etc.)?
- What are your top two uses of analytics?
    - Are these optional or required uses of analytics?
    - Do you like or enjoy using them? Why or why not?
    - What's the best part of these tools?
    - What's the worst part of these tools?

Usability Test

Think-Aloud Protocol Demo

For this test, I'll ask you to do something called a "think aloud" protocol. Have you done this before? It's where you talk out loud about what you're thinking. The reason I ask you to do this is so I can better understand what you're thinking and feeling as you're using the software and making decisions about how to use it. It may seem weird at first. I'm going to demonstrate by finding an article on CNN about environmentalism.

[demonstrate]

Now you try it. First, share your screen with me. Then go to Amazon and put a *Lord of the Rings* book in your shopping cart.

[allow time to accomplish]

Great, any questions about the talk-aloud protocol? I may remind you to talk-aloud during the test.

Scenario

For this test, I am going to show you a working prototype of an analytics dashboard.

I want you to imagine that you are an administrator of a first-year writing program at a university. You have just purchased this analytics dashboard to help you manage your program and better advocate for the teachers and students in it.

This prototype should make sense to you and conform to your way of thinking and doing things, not the other way around.

The prototype is being tested, not you. If something isn't working, you can't find something, or if there is something that doesn't make sense, there is a problem with the prototype, not you. Your experience and feedback today will be used to improve the dashboard.

Let me know if you want me to repeat/rephrase any questions or instructions I give you. However, the prototype is being tested for usability, so I want to know if people can understand and use it without outside help. You may want to ask me questions about how to do something. It's okay to voice these out loud (and you should), but I won't be able to answer them.

First-Look & Familiarization

/Please open up your browser and share your screen./

Now, we're going to look at the prototype. Please don't click on anything yet.

I am going to put a link to the prototype in the chat; you may open it now, but don't click on anything yet: https://xd.adobe.com/view/4892289f-30b3-4366-b249-93a70c5175ea-1dc1/?fullscreen&hints=off

- Tell me about your first impressions. What is the first thing you notice?
- What do you think you can do with this dashboard?
- Talk about the design/aesthetic. What do you think of it?
- Are there any abbreviations here that you don't understand? I will explain them now.
- Now I'd like you to briefly describe in a sentence or two what you think each chart is showing.

Tasks

Now I'm going to give you some tasks to do. I may remind you to think-aloud as you go through them. I am happy to repeat any information that you need me to, and take your time to think about the questions.

Keep in mind that there are parts of this dashboard that are not functional because it's a prototype, but none of these are trick questions.

- First I'd like you to imagine that you want to know overall what topics are coming up in students' comments about the courses. Use this dashboard to find information on that.
- Now imagine that you're interested in learning more about the experiences of students with disabilities in your program. Use this dashboard to explore the writing-related dispositions of students with disabilities.
    - What information is standing out to you from these visualizations?
- Imagine now that you want to understand more about the overall diversity of your program. Use this dashboard to find out more about the program's demographics.
    - What information is standing out to you from these visualizations?
- Imagine that you want to learn about what is causing diverse students to drop, fail, withdraw, or have incompletes in FYC. Use this dashboard to explore the experiences of students with disabilities.
- Imagine that your chair is meeting with the dean and has asked you to give them information that they can use to advocate for your program. You want to argue for better pay and resourcing for the existing teachers in your program. Use this dashboard to gather data to do so.

Exit Questions

- Tell me about your overall impressions of the prototype.
- What is the most helpful visualization?
- What is the least helpful visualization?
- What kind of information do you wish an equity dashboard for your job would show?

- What values do you feel are driving this prototype?
- If you had to use 3 words to describe this dashboard, what would they be?
- How was this prototype different from or similar to other analytics dashboards you've encountered in the past?
- If this was something you could use in your work, would you? Why or why not?
- What was the best part of your experience?
- What was the worst part?
- If you could only make one change to improve the prototype, what would you change?
- How would you describe the purpose of this dashboard to a colleague?
- Anything else would you like to add about your experience?

Outro

What is a good email for me to send your gift card to? Can you type it in the chat, and I will copy it. You can expect to receive it in a few days, but please get in touch with me if it's been more than a week.

Thanks again for your time today. Please let me know if you have any additional questions about the project.