

1. Introduction

The user interviews held for the design of RT are meant to meet the following project goals:

1. Assure the site is easy to use, especially for less experienced web users
2. Provide a look and feel that is inline with RT's messaging tone
4. Assure user's expectations are met

3. Study Design

The usability objectives mentioned below have been further broken down into our study objectives. Each study objective must be recorded and measured. The design of our scenarios, including the goals and tasks, and the study measures we chose will ensure that we collect the necessary data to perform a comparative analysis.

3.1 Study Objectives

1. Determine if the site is easy to use.
2. Discover whether or not users understand what RT is and the benefit it provides them.
3. Determine if the look and feel is pleasing and setting forth the correct tone.
4. Determine if user's expectations are met.
5. Provide data to assist in design decisions.

3.2 Study Measures

The following is a list of measures which will be used during the test, as well as the method by which we will collect data for each measure. These measures will help to ensure consistency during our study. We have chosen these measures based upon the objectives listed above.

Performance Measures

Measure	Method of Collection	Purpose
Navigation Path	Recorded by moderator during interview	We have a documented "assumed" navigation path. This data will help us validate or adjust that assumption.
Success Rate	Recorded by moderator during interview	If users can not successfully complete their goals, then it points to a serious problem in the interface.
User Expectations	Recorded by moderator during interview	To assess user feedback on the overall site and specific features to make sure expectations are met.

Feedback Measures

Measure	Method of Collection	Purpose
Ease of Use	Survey & Analysis	To determine ease-of-use.
Visual Perception	Survey	To see whether users perception of the website fits the intention.
Usefulness	Survey	To assess the user's perception on the usefulness of the site features.

4.3 Study Scripts

Introduction Script

Hello, my name is _____. *<Let them introduce themselves>* Thank you for volunteering your time to provide us with your thoughts about this new website.

Let me give you an overview of what we're going to be doing today. We will be looking at a website design. It's not quite complete so you won't be able to click around and go wherever you want. I will help guide you through the interview, however, to make this easier.

You will be given a few tasks to complete. **Please be aware that we are evaluating the websites, and not you or your performance.** Therefore, there are no right or wrong actions on your behalf. If at any point during this session you feel uncomfortable and decide that you do not want to participate, please let me know.

User ID: _____

User Type: Parent Teacher

RT Home Page

Task	Notes/Answer
Now we are going to work with an online website that is called Responsible Teachers. This is the home page. Please take a quick look around and then I will ask you a few questions.	
<i>Q. What are your first impressions?</i>	
<i>Q. What does the design of the site say to you?</i>	
<i>Q. If you had to describe RT to a friend based on what you see here what would you say?</i>	
<i>Q: Do you think this page is aesthetically pleasing?</i>	Yes No

<p><i>Q: Does it appear well organized?</i></p>	<p>Yes No</p>
<p><i>Q: What actions do you think you can perform from this page?</i></p>	
<p><i>Q. What, if anything, confuses you on this page or you feel doesn't belong?</i></p>	

For Parents

Task 1 – Finding a teacher

Task	Notes
<p>Lets say you want to find a local Arts and Music teacher, specifically those that teach violin.</p> <p>Q. How would you get started?</p>	<p>Navigation Path:</p> <p>Was the user successful? Yes No</p>
<p>Q. Would you prefer other form fields on the home page?</p>	
<p>Q: After looking at this list, would you prefer to see any of these on the home page?</p>	
<p>Q: What would you like the search results to show, versus waiting till you see the teacher's profile page? (use the list as a guide)</p>	<p>Circle on list.</p>
<p>Q: Do these groupings make sense to you?</p>	<p>Yes No</p>

Q. Do you find this feature useful?	Yes No
Page 2 Okay, lets look at your search results.	
Q: Is this what you were expecting?	Yes No
Q: Do you think this page is aesthetically pleasing?	Yes No
Q: Does it appear well organized?	Yes No
Q: What actions do you think you can perform from this page?	
Q. What, if anything, confuses you on this page?	

<p>Q. Do you find this feature useful?</p>	<p>Yes No</p>
<p>Page 3 Okay, lets say you've found a teacher you want to learn more details about. Q. How would you do that?</p> <p>Take the user to the profile page.</p>	<p>Navigation Path:</p> <p>Was the user successful? Yes No</p>
<p>Q: Is this what you were expecting?</p>	<p>Yes No</p>
<p>Q: Do you think this page is aesthetically pleasing?</p>	<p>Yes No</p>
<p>Q: Does it appear well organized?</p>	<p>Yes No</p>
<p>Q: What actions do you think you can perform from this page?</p>	

<p>Q. What, if anything, confuses you on this page?</p>	
<p>Q. Do you find this feature useful?</p>	<p>Yes No</p>
<p>Page 4 Okay, lets say you've found a teacher you want to contact. Q. How would you do that?</p> <p>Take the user to the sign in/pay page.</p>	<p>Navigation Path:</p> <p>Was the user successful? Yes No</p>
<p>Q: Is this what you were expecting?</p>	<p>Yes No</p>
<p>Q. What, if anything, confuses you on this page?</p>	

For Teachers

Teachers Task 1 – Deciding to Sign Up

Task	Notes
<p>Lets say you want to figure out what RT has to offer you. Q. How would you get started?</p> <p>Take the user to the Sign Up page.</p>	<p>Navigation Path:</p> <p>Was the user successful? Yes No</p>
<p><i>Q: Is this what you were expecting?</i></p>	<p>Yes No</p>
<p><i>Q: Do you think this page is aesthetically pleasing?</i></p>	<p>Yes No</p>
<p><i>Q: Does it appear well organized?</i></p>	<p>Yes No</p>

<p><i>Q. What actions do you think you can perform from this page?</i></p>	
<p><i>Q. What, if anything, confuses you on this page?</i></p>	
<p><i>Q. Would you prefer some of this information to be on the home page?</i></p>	

Teacher Task 2 – Forum Feedback

Task	Notes
<p>Lets go back to the home page. Lets say you wanted to speak with other teachers or the founders of RT.</p> <p>Q. How would you get started?</p>	<p>Navigation Path:</p> <p>Was the user successful? Yes No</p>
<p><i>Q: Is this what you were expecting?</i></p>	<p>Yes No</p>
<p><i>Q: What actions do you think you can perform from the forums?</i></p>	
<p><i>Q. What, if anything, confuses you about this concept?</i></p>	

Overall Questions

Task	Notes/Answer
<i>Q. What, was your overall impression of RT today?</i>	
<i>Q. Did you find it easy to interact with?</i>	Yes No
<i>Q. Do you have any questions?</i>	
<i>Q. Do you have any comments?</i>	