

User Test
November 24, 2021

Scope:

- I have been looking at the [National Women's Law Center "About Us"](#) page. Participants will be given a series of tasks which start on this page but which need to be explored further elsewhere on the site.

Purpose (goals):

- I want to learn how participants view the NWLC's mission and goals, and to see how easy it is to become involved with the organization's activism. Do they provide enough information to accomplish user tasks, and is it easy to find? If a user is experiencing issues in their own life, does the NWLC provide any guidance or help?

Participants:

- A 54-year-old male: liberal-leaning, person of color, who may have a harder time grasping the NWLC's strategic narrative – interested in seeing how the site is interpreted by someone who may not be the intended audience
- A 16-year-old male: liberal-leaning, person of color, interested in current events
- A 20-year-old female: member of one of the NWLC's "marginalized groups"
- Two additional participants, drawn from the 20yo's pool of friends, who wish to participate (who will also be members of "marginalized groups" in one way or another)

Test logistics:

- The test will be conducted on my personal computer or laptop, depending on location.
- The page will be preloaded on the browser but minimized until the test begins.
- I will use my phone to record the voice and screen of the participant, but not the face.
- Each participant will be guided through all three scenarios.

Notetaker's Guide:

- Adapted from Usability.gov, the notetaker's guide, which follows, allows me to record my observations from the user tests to later facilitate the process of collating the data I gather. I have merged the Moderator's Script, the Scenarios of Use, and the Metrics into a single document.

User Test Scenarios & Notetaker's Guide: *National Women's Law Center*

Date _____ Location _____

Participant # _____ Time _____

Web Site: The National Women's Law Center; <http://nwlc.org/about>

Moderator Script (adapted from Usability.gov)

Welcome and Purpose

Thank you so much for helping me out today. I wanted to give you a little information about what you will be looking at and give you time to ask any questions you might have before we get started.

You will be given a series of tasks which will require that you use the given webpage to try and solve. My goal is to see how easy or difficult you find the site to use.

Test Facilitator's Role

I am here to record your reactions and comments of the Web site you will view.

During this session, I would like you to think aloud as you work to complete the tasks. To understand what I mean, let's watch this brief YouTube video which demonstrates the process of "thinking out loud."

(<https://www.youtube.com/watch?v=g34tOmyKaMM>)

I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to have happen.

Test Participant's Role

- There are no right or wrong answers to either the tasks or the questions I ask. If you have any questions, comments or areas of confusion while you are working, please let me know.
- If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know. I will ask you what you might do in a real-world setting and then either put you on the right track or move you on to the next scenario.
- As you use the site, please do so as you would if you were alone.
- I will be recording this session for personal reference. I'll be capturing your voice and what you see on the screen. Your name will not be associated or reported with data or findings from this evaluation, and no one else will view or hear the recording.
- I'll ask you a series of questions before we begin. I may ask you other questions as we go along, and we will have wrap up questions at the end.

Do you have any questions before we begin?

Metrics I (pre-test interview; some questions adapted from Usability.gov):

- Have you heard of the NWLC? _____ Yes _____ No
If so, tell me what you know about them. If not, based on their name alone, what do you think the organization is about?
- Who do you think this site is designed for? Why?
- What comes to mind for the term “marginalized” group? What are their characteristics?
- How would you describe the efforts to legally recognize the rights of women and marginalized groups?
- Would you ever consider becoming involved in activist work to achieve cultural and/or legal change?
- Have you ever needed legal assistance to deal with an issue related to some aspect of your identity? If so, how did you find help?

Five Second Test (adapted from NNGroup):

- *To begin, I'd like to show you something on the screen. You don't have to do anything, just look.*
Pull up page and allow participant to look at it for 5 seconds.
- *I know that was quick, but could you describe anything to me that you remember seeing? Anything at all. Take a moment and say it out loud.*

Sessions (scenarios and tasks):

The goal of these scenarios is to see, especially through the think-aloud protocol, how effectively the NWLC site adheres to CDA, cognitive load, and ethos considerations.

Question strategies to have on hand during the task:

- *Echo: repeat exact words as a neutrally-tone question*
- *Boomerang: deflect questions (What do you think? What would you do if you were at home?)*
- *Columbo: self-effacing, unimposing. Ask partial questions, sound unsure.*
- *Open-ended, non-leading questions:*
 - *Why did you...*
 - *How do you...*
 - *How would you...*

Scenarios

Scenario 1

You recently heard about the NWLC in the news, and your curiosity was piqued. You've visited the NWLC's "About" page to learn more about the organization and to form an opinion about the work they do.

Tasks	Success (Circle 1)	Notes/Observations
<ul style="list-style-type: none">▪ Read the NWLC "About Us" page. Determine which links might provide the most useful information for what you want to learn.▪ Click on the links and read the resulting pages. Follow up on any additional links on those pages which may further help you achieve your goal.	<p>0 Not completed</p> <p>1 Completed with difficulty or help</p> <p>2 Easily completed</p>	

Scenario 2

You have suffered gender-based discrimination in your workplace/school due to your identity. You need legal help, and you think the NWLC might be able to help.

Tasks	Success (Circle 1)	Notes/Observations
<ul style="list-style-type: none">▪ Read the NWLC's "About Us" page. Look for any indication to find legal aid.▪ Read the legal help page. Look for any place to request aid.▪ If desired, complete the form. Only use your actual information if desired.	<p>0 Not completed</p> <p>1 Completed with difficulty or help</p> <p>2 Easily completed</p>	

Scenario 3

Recently, you've become alarmed at the news coming from Texas and other "red" states which seek novel ways to prevent abortion and to punish both abortion-providers as well as people receiving abortions. You want to find a way to become involved in pushing for legal protections for women's reproductive rights.

Tasks	Success (Circle 1)	Notes/Observations
<ul style="list-style-type: none">▪ Read the NWLC "About Us" page. Look for any indications for a way to become a volunteer or to work for the NWLC.▪ Complete the steps. If it is necessary to include your information, feel free to make up your information if you desire.▪ If you found volunteer work, describe what they suggest you do.▪ If you found a paid position, describe the job responsibilities.	<p>0 Not completed</p> <p>1 Completed with difficulty or help</p> <p>2 Easily completed</p>	

Metrics II (post-test interview):

- What is your overall impression of the NWLC?
- If you were to describe this site in a sentence or two, what would you say?
- What, if any, difficulties did you come across?

For the first scenario,

- What were you able to learn about the NWLC?
- What opinion have you formed about them?

For the second scenario,

- In your opinion, how useful is their approach to helping people looking for aid?

For the third scenario,

- What do you think of the NWLC's method of "involvement"?

Finally,

- How easy is it to use the NWLC's site to find what you need?
- What parts of the site were most helpful to you?
- Do you have any other final comments or questions?