Week 9: Primary User Research – Protocol

1. Discuss the research setting/participants/context
2. Identify your research goals
3. Create an ideal (but flexible) plan to address those goals
   - Include lead moderator, tech lead, and observer(s)
   - Note items to observe and suggest possible data "tags"
   - Identify data collection tool *(Paper notes, spreadsheet, note taking guide)*
4. After the session: Externalize key takeaways to cohort-shared Freehand board

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Roles:
Moderator(s): Kendall, Rose
Tech Support/Photographer: Jamie, Natalie
Notetakers: All
Who will Record: Natalie (Otter.AI), Moderator (Video)

GOALS

- Contextual
  - Understand motivations behind why participants bike and what a typical day looks like.
  - Understand the degree to which bikers want to engage with the biking community via social media.
  - Understand the biking community and biking accessibility in the PNW.
  - Learn whether participants have played Bike Tag on this or other platforms.
- App-specific
  - Gain insights around usability of the BikeTag.io platform.
  - Understand whether BikeTag meets the users' mental models.
  - Understand the desirability of a BikeTag app.

SESSION 1 DETAILS	
Session	**Location:** Classroom Conference **Date/Time: 1pm** 2/8/2022

Participant & Role	User 1
Lead Moderator	Kendall Van Horne
Tech Lead *Photos, sketches, audio/video recording*	Natalie/Jamie
Observer(s)	Rose, Jamie, Natalie

SESSION 2 DETAILS	
Session	**Location:** Classroom Conference **Date/Time: 3pm** 2/8/2022
Participant & Role	User 2
Lead Moderator	Rose Weselmann
Tech Lead *Photos, sketches, audio/video recording*	Natalie/Jamie
Observer(s)	Kendall, Jamie, Natalie

Script:
Hi, _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you. We're hoping we can learn more about the biking community and see how you would engage with a web app we're testing. Have you ever done a usability test before?

As you interact with the app, I'm going to ask you as much as possible to try to think out loud: **to say what you're looking at, what you're trying to do, and what you're thinking and feeling**. This is helpful for us to understand what is happening and why you're doing what you're doing.

The session should take about 1hr. If you have any questions as we go along, ask them. I may not answer them right away since we're interested in how people use the site without guidance. But please remember, you cannot do anything wrong here, I'm testing the app, not you.

Also, just so you know, in addition to myself, three of my teammates are joining us as observers and notetakers.

Do you have any questions?

Request for recording / Consent Form

Thank you for participating in our user research.

We will be recording your session to allow our teammates to observe your session and benefit from your comments.

Please read the statement below.

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I understand that my research session will be recorded.

I grant Prime Digital Academy permission to use this recording for internal use, for the purpose of improving the designs being tested. I understand that recorded assets from this session may be used to support this project in students' publicly available online portfolio of their project work.

You have my permission to record:

___ Screen recording

___ Audio

___ Camera

Do you verbally agree to the above?

[---START RECORDING--]

Initial questions *(If not actively working yet or waiting to perform contextual inquiry)*

Before we look at anything, I'd like to ask you just a few quick questions to get to know you.

Tell me about yourself.

- Are you a biker/cyclist?
- What kind of bikes do you have? How many?
- What do you primarily use your bike for? (i.e. work, school, fun, etc.)

- How frequently do you use your bike? (Daily, weekly, etc)
- For how long each time?
  - How far?
- What is your involvement in the biking community?
- Do you use social media?
  - If so, how do you use it to engage with the biking community? If not, would you?
- Do you use any biking apps?
  - If so, describe your experience? If not, what would incline you to?
- How do you use your phone while biking?
- Have you ever heard of BikeTag?
  - If so, have you played it?

Thank you for those answers!

We want to hear your thoughts on an app called biketag.io -- do you have any questions or comments before we show you the app?

For this next part, I'll send you the link for the web app and ask you to screen share. Open to the home page and let me know when you are ready. Again, as you navigate through this app, please speak out loud, share what you are thinking, and be honest. You won't hurt my feelings, I didn't design this..

Task observations:

*__**Request to screen share full desktop**__*

Without clicking anywhere, tell me your first impressions of this web app. What can you do here?

Show me how you would use this site. *[ask any necessary follow-ups]*

[If 15 mins left and they are slowing down, ask them to head to the Prime version of the site to upload a photo]

Potential follow ups:

I noticed that you _____. Could you tell me more about that?

- What would you expect to be here?
- What do you think these nav bar headers mean?
- What did you expect when you clicked that?

- How are you feeling right now?
- How did that make you feel?
- Why are you feeling that way?
- Using your past experiences with websites, how would you approach this?
- Was there anything on this website that stuck out to you?

Closing and thanks:
Would you be more likely to use this app on mobile or on your computer?

How likely would you be to recommend this app to a friend in the biking community?

What points of confusion did you have with the current site?

How would you improve this app? What features would you add/take away/modify?

Thank you, that's all. I just want to check with my colleagues if they have any final questions for you.

Mute
unMute

Do you have anything else you want to add?

Ok, thanks!