Moderator Guide

EDG Usability Testing

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Overview:

Exhibits Development Group (EDG) is looking for insight into the usability of their website. They want to make their website more accessible to users and provide them with information they need about exhibits, other services they offer, and how to contact them. 5 key tasks were chosen that reflected these website goals.

Evaluation Goals:
- Evaluate the degree to which prospective clients can **discover exhibition ordering possibilities**
    - Can the user view/find all exhibits
    - Can the user identify important details:
        - Size
        - Materials
        - Availability
        - Timeline
        - Process of requesting
- Evaluate the degree to which prospective clients can **discover** and **understand** services the organization offers
    - Sales & Marketing
    - Tour Operations
    - Exhibition Design & Development
    - Exhibition Submission
    - *CultureNut*
- Evaluate the user's ability to **contact the company**
    - Findability
    - Ease of use
    - Comfort/Likelihood of using the tool

Structure:

Duration: 30 Min

Location and Format: 1 on 1 remote interview using Zoom

Materials Needed: Computer, Notebook,

Methods: Think Aloud Testing Protocol

Tasks:

1. View all services
2. See all exhibits and select one
3. Find out if exhibit fits space specs and timeframe
4. Book the exhibit
5. Contact EDG
6. Propose an Exhibit Idea to EDG

Introduction Session Script

Introduction: Thank you so much for joining me today. My name is [insert name here], I am a current UX student at Prime and I will be walking you through our session today. It will take approximately 30 minutes.

I am going to be asking you about a website to gauge the usability of this website. I want to make it clear that we are testing the website, not you! It will be most helpful if you give us your honest feedback.

I'm going to ask you to answer some questions and perform a series of tasks on this website. As you do so, please speak aloud as much as possible– tell me what you are trying to do, what you are seeing, what you are thinking, and how you are feeling about that. There are no wrong answers.

If you have any questions, feel free to ask them. I might not be able to answer all the questions right away, but I will at the end.

Recording Consent

I believe you have a consent sheet that Angie gave you. I will quickly go over that with you.

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.

The statement reads:

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.

Do we have your permission to record screen recording, audio, and camera?

Thank you!

Do you have any questions before we begin?

[START RECORDING]

Starting Questions

I'm going to ask you a few questions before we begin the tasks.

User Background and Context Questions:
　　　opening-icebreaker
    1.　What do you do for work?

2. Do you have any experience with art, science, history, or pop culture exhibitions? If so, please describe what this (these) experiences have entailed. (i.e. attended an exhibition, scheduled an exhibition)

3. Do you have experience with a museum or exhibition website? What websites do you use?

Website Introduction, Questions, and Tasks

First Impressions Of Website:

I am now going to show you the website:

1. What are your initial impressions, what do you think this website is primarily used for? I encourage you to talk out loud as much as you can.

2. What else are you thinking and noticing?

3. As you look around, what would you expect to happen?

Part 2: Scenario Questions

So now I will walk you through a few scenarios where you will be asked to complete various tasks.

1. **Scenario 1:** You are an event coordinator at a city center looking for a company to partner with.
   a. Figure out what services this organization offers.

   b. You have an exhibition your company created, are interested in contracting EDG to help you transport **your** exhibition to different venues. How would you enlist their services?

Thank you for that insight.

2. **Scenario 2:** You are a curator for a museum and you are planning your venue's upcoming exhibitions.
   a. Figure out what exhibitions they offer and select one

   b. Your gallery is 6,000 square feet and you need a show for this summer. Find out if this exhibition fits your space and your timeline.

      1. If this specific exhibition isn't available, find one that does (if it does match, still find another)

   c. You'd like to pick this exhibition for your venue. Try to book this!

   d. After exploring the website, on a scale of 1 to 7, with 1 being not easy at all and 7 being very easy, how would you rate your experience navigating the exhibitions portion of the website?

[Redirect to Homepage]

3. **Scenario 3:** You are someone who has a question about the company, and you want to get in contact with them. Show me how you would use this.

   e. What are your impressions of this form?

4. **Scenario 4:** You are an employee at a company that wants to pitch an idea for an exhibition. How would you go about doing that?

f.   What are your impressions of this form?

g.   Show me how you would use this.

5. **Scenario 5:** You are a publicist that was assigned to write a story on upcoming exhibitions in the Midwest. Show me where you would look for this information.

6. **Scenario 6:** You are an independent artist that wants to find props to use for an upcoming art fair. Where might you look to see if you can buy these?
[prompt to click on CultureNut if they do not]

Conclusion:

Thank you so much for those answers, we are almost done but I have a few more questions before we finish.

What are your overall thoughts about the website? Did anything stand out to you? Is there anything you would want to change about this website? Why? Is there anything you wish we would have asked?

After exploring the website, on a scale of 1 to 7, with 1 being very uncertain and 7 being extremely certain, how well do you think you understand the services this company provides?

Thank you so much for your time. Your insights have been really valuable, and they are going to help us to improve this website! Feel free to reach out to me again with any questions or comments you have!