

NIH HEAL Initiative® User Testing Plan

Overview

Palladian recommends conducting two phases of user testing for the NIH HEAL website:

- **Phase One** will consist of in-person testing with HEAL Initiative® project researchers during the HEAL Investigator Meeting in January 2020.
- **Phase Two** will consist of remote testing with advocacy groups and policy specialists.
- Up to nine participants may be scheduled for each phase of testing.

Objectives

- To determine whether the website is meeting target audience needs and to identify opportunities to enhance user experience. This will include:
 - Determine the importance of presumed top tasks among user audiences.
 - Assessing usability of the Funded Projects database, including search and filter functions and results formatting.

Methodology

Participant Audiences

- HEAL Initiative® project researchers
- Advocacy groups
- Policy specialists

Test Format

- Hybrid qualitative usability testing, to include interview questions and task-based testing. This hybrid format will allow the moderator to gather qualitative attitudinal feedback from users while also testing the usability of specific website features.
- Depending on their affiliation with the HEAL Initiative and experience with the website, users will be asked to perform tasks on the site while thinking aloud and will be asked interview questions to solicit feedback about website usage, interests, opportunities, and pain points.

Presumed Top Tasks

Researchers

- Explore funded projects and opportunities (using database)
- Review Research Programs
- Find news/updates on research and grantees

Advocacy groups

- Learn about active research and funding
- Get updates on research progress and news
- Find program resources and guidance

Policy specialists

- Find state or regional funding information
- Find summaries or talking points