

All of Us Website User Testing Moderator's Guide: Prospective Participant Test

I. Introduction

This document outlines the plan for conducting a usability test for the proposed streamlined navigation for AllOfUs.NIH.gov. The goals of user testing include establishing a baseline of user expectations and performance, as well as identifying modifications or improvements that may need to be made to the proposed information architecture and labeling.

Test Objectives

To determine whether:

- Users understand what they would find in various sections of AllOfUs.nih.gov.
- Users are able to easily find relevant information on the website.
- There are any inconsistencies or problem areas within the navigation or content.

II. Script

Hi, [INSERT PARTICIPANT NAME HERE]. My name is [INSERT MODERATOR'S NAME], and I'm going to be walking you through this website user testing session. How are you today?

Let's begin with an overview of what to expect from the session.

We invited you to participate in this activity to evaluate a website that we're working on. We want to see what it's like for people to use it, and we want to make sure people can find the information they need.

I want you to know that we're testing the site, not you. You can't do anything wrong here. There are no incorrect answers, and you can't make any mistakes. Also, we want to hear exactly what you think, so please don't worry that you're going to hurt our feelings or those of anyone associated with the website.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us to understand areas of the site that may need improvement.

If you have questions, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them, but I will try to answer any questions you still have when we're done.

As we stated in the consent form, we're going to record the computer screen and what you have to say during the test. We won't be recording your image. The recording will be used only to

help us figure out how to improve the site, and it won't be seen by anyone except the people working on the project. It also helps me, because I don't have to take as many notes.

Let me take a moment to start the recording. *[The moderator starts recording.]* OK, the recording has begun.

[Note: The moderator does not read the subheads below such as "1. Warm-Up Questions." They are to facilitate review of the document.]

III. Warm-Up Questions

Before we get started, let's make sure you're connected to the online part of the test and that you'll be able to see the screen and control the screen as needed. *[If participants have not yet opened the Web link, walk them through the process as needed. Grant control of the screen to participants and walk them through any downloads that are needed.]*

Can you see the screen? OK, Before we open the homepage, I'm going to ask you a few background questions.

Warm-Up Questions

1. What type of device do you most often use when you access the Internet? For example, desktop or laptop computer, mobile phone/smartphone, tablet, etc.
2. Have you ever participated in a medical research study?
3. If you were invited to participate in a medical research study, what factors might affect your decision to participate or not?
4. Are you familiar with the *All of Us* Research Program?
5. Have you participated in a website usability test before?

Thank you for answering those questions. Let's move on to the website.

First Impressions

[Note: The moderator shows the AllofUs.nih.gov homepage mock-up. The moderator grants control of the screen to the participant and asks the participant to confirm that they can see and control the moderator's screen.]

Please don't click anything yet, but see if you can move your mouse around on the screen and if you can use the arrows on your keyboard to scroll up and down the page.

This is a mock-up of the homepage for the *All of Us* Research Program. To begin, we'd like to hear your first impressions of the page. I'll pause for a moment, and feel free to scroll up and down this page. Please let me know when you're ready to talk about what you see. *[Note: The moderator will pause to allow the participant to scroll up and down before the first question is asked.]*

The moderator will ask:

1. What do you think is the purpose of this site?
2. Whom do you think the site is for?

[If participant doesn't think the site is for participants/prospective participants, ask why they named whichever audience they named.]

IV. Tasks

Homepage

1. Please don't click yet, but based on everything on this page, including areas that may be clickable or not clickable, what interests you the most, and why?
2. Based on what you see on this page, are you interested in learning more about the program? What would you want to know?
3. Please don't click yet, but where would you click to find out more, and why?
4. What would you expect to find after clicking on "About"?
5. What would you expect to find after clicking on "Get Involved"?

OK, that was my last question for this page, so go ahead and click wherever you would be interested in clicking next.

Navigation Menu

Now we are going to look at the same page but with the navigation menu expanded. Please don't click anything yet, but take a moment to look this over,

1. Of everything listed in this navigation menu, what interests you, and why?
2. Is there anything that's listed in a different section than what you would expect?
3. Is there anything you would expect to see here that you don't see?
4. My final question for this page is If you opened this menu from the homepage, where would you click next and why?

Go ahead and click.

About

Now we'll take a look at another page. Please don't click anything yet, but take a moment to look this over,

1. Of everything on this page, what interests you the most? Why?
2. Is there anything on this page that seems confusing or is unclear to you?
3. Is there anything you would expect to see on this page that you don't see?
4. My last question for this page is Where would you click next, and why?

Go ahead and click.

Program Overview

Now we'll take a look at another page. Please don't click anything yet, but take a moment to look this over.

1. Looking at this page, do you find the information helpful? Why or why not?
2. What information on this page appeals to you the most? Why?
3. Is there anything you would expect to see on this page that you don't see?
4. My last question for this page is Where would you click next, and why?

Go ahead and click.

Core Values

Now we'll take a look at another page. Please don't click anything yet, but take a moment to look this over.

1. Do you find the information on this page helpful? Why or why not?
2. What information on this page appeals to you the most? Why?
3. Is there anything you would expect to see on this page that you don't see?
4. My last question for this page is, Where would you click next, and why?

Go ahead and click.

Get Involved

Now we'll take a look at another page. Please don't click anything yet, but take a moment to look this over.

1. Of everything on this page, what interests you the most? Why?
2. Is there anything you would expect to see on this page that you don't see?

3. My last question for this page is Where would you click next, and why?

Go ahead and click.

Participation

Now we'll take a look at another page. Please don't click anything yet, but take a moment to look this over.

1. Do you find the information on this page helpful? Why or why not?
2. What information on this page appeals to you the most? Why?
3. Is there anything you would expect to see on this page that you don't see?
4. OK, for this one, don't click yet, but *Where would* you click next, and why?
5. *[If the participant did not respond to the previous question by clicking a Join site CTA] If you decided to enroll as a participant in the All of Us Research Program, where would you click next?*

Go ahead and click.

V. Debriefing Questions

[The moderator stops screenshare.]

You've answered all our questions about specific pages. Now we'll conclude with some debriefing questions to hear your overall thoughts on the webpages you have seen. Your honest feedback will help us make the site more useful.

1. Overall, what was your impression of the site?
2. Did you feel like the information was presented in a way that made sense? If not, what would you change?

3. What did you think of the layout of the content? Was anything in the navigation confusing or unclear to you?

4. Was there any part of the website where you would have liked to have seen more information? Was anything missing?

5. Based on what you saw today, would you be interested in enrolling as a participant in the *All of Us* Research Program? Why or why not?

6. Would you recommend this site to others? Why or why not? If yes, how would you be most likely to share it?

End of the Test

This concludes our test. We really appreciate you taking time out from your day to help us improve the website. You will be receiving your \$75 Amazon gift card from UserWorks. Do you have any other questions for me before we hang up?