

## **All of Us Website Streamline User Testing Plan**

### **Introduction**

This document outlines the plan for conducting user testing for the proposed streamlined navigation and key content 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 existing content.

### **Test Objectives**

To determine whether:

- Members of target audience groups are able to easily navigate and find information relevant to their prospective involvement with the *All of Us* Research Program
- The information provided is sufficient to convert target audiences through designated calls to action

### **Methodology**

#### **Participants**

User testing participants will be identified through a recruiting firm. Participants will be selected to represent two different target audience groups:

- Prospective *All of Us* participants (PP), who are not yet enrolled in or familiar with the *All of Us* Research Program
- Prospective *All of Us* researchers (PR), who have not yet been involved in the *All of Us* Research Program but who may be interested in registering for the Research Hub Workbench or future funding opportunities

For each group, 7–9 participants will be recruited, with a total of 14–18 participants. In keeping with the *All of Us* Research Program's focus on diversity, participants should represent a range of racial and ethnic identities, ages (above 18) and geographic locations. Palladian Partners will schedule the sessions and distribute a \$50 honorarium to each participant after the session is completed.

#### **Test Approach**

A hybrid approach of qualitative interviews combined with first-click testing will be used. [Research on first-click testing](#) has found that a participant who clicks down the right path on their first try will complete their task successfully 87% of the time. First-click testing allows us to evaluate the effectiveness of a site's navigation and on-page content, and whether users are likely to complete their intended task(s). A team member from Palladian will serve as moderator, using Optimal Workshop's [Chalkmark](#) to conduct the test and expedite data analysis. Wireframes with the proposed information architecture and existing content will be tested.

## Process

1. **Introduction:** At the beginning of each session, the moderator and a user testing participant will connect through a phone call and a Web link to a wireframe with the proposed information architecture. The moderator will use a script to introduce herself to the participant and will explain the purpose of the session and what the participant should expect. (Participants will have already completed a consent form so that their recorded actions and comments may be used anonymously in the analysis and report.)
2. **Learning tasks:** For both the PP and PR groups, the moderator will ask the participant about their familiarity with the *All of Us* Research Program and a few questions to determine their interest in *All of Us*, as well as what factors might influence the participant's interest. The facilitator will then ask the participant to complete a series of sample tasks, which will include finding information relevant to their prospective involvement in the program and media resources about the program.
3. **Final tasks:**
  - a. PP group: After finding information about their prospective involvement, participants from the PP group will be asked to find out where to enroll in the program.
  - b. PR group: After finding information about their prospective involvement, participants from the PR group will be tasked with finding funding opportunities and finally will be asked to navigate to the Research Hub.

Throughout this process, the facilitator will frequently prompt the participant to “think out loud” so that there is a verbal record of the participant's interaction with the website. A notetaker will also observe and record the participant's comments and actions.

At the end of each session, the participant will be debriefed and asked follow-up questions by the moderator.

## Logistics

### Testing Facility and Schedule

Remote, moderated testing will be conducted at Palladian Partners' offices in Silver Spring, Maryland. Pre-testing trial runs and equipment verification will be conducted before each test.

Each user testing participant will be scheduled for a one-hour testing session. The test should take no longer than half an hour; the extra half hour is scheduled to allow for questions and in case of technical difficulties.

### Equipment

Palladian will use a Web conference service to capture dialogue between the facilitator and the participants, solicited and spontaneous comments from the participants, and the onscreen actions of participants as they attempt to complete tasks. Optimal Workshop's Chalkmark program will allow Palladian to highlight specific user actions that illustrate effective navigation or needed improvements.

### **Final Report**

Palladian Partners will develop a final report from user testing findings, analytics review, and feedback from the *All of Us* communication team. Depending on the findings, the report may include updated recommendations for the content and navigation on [AllofUs.NIH.gov](https://AllofUs.NIH.gov).