WP Root Site

1. Orientation

(*Introduce team, explain roles*)

Before we get started:
- We are working on an update to the Web Publishing home page and want to design a clear and easy to use site. This why we need your feedback. So please be candid! Your feedback is valuable, and we want to deliver the best experience possible.
- The session will last about 20 minutes. If you need to stop at any time before the session is over, that's not a problem!
- I'm going to ask you to try some different tasks and to talk as you do them, so we know what you're thinking. And I'll ask you some questions throughout.
- We'd like to record the audio of our conversation as well as the computer screen. We'll only use the recording within NYU for our user experience research on NYU Web Publishing.
  - It's fine if you would rather not be recorded—just say so.
  - Are you're okay with recording? If so:
  - We're going ask you to join a WebEx session on your computer so we can record the screen and audio.
  - Here's a video release form; please read and sign the form.
    - *(**Get signed video release**)*
    - *(**Start WebEx recording**)*

Do you have any questions before we get started?

2. About you

Before we get started with more specific questions, I'd like to know more about you.

Can you tell me a bit about your role at the university?

Have you ever used NYU Web Publishing before?
If yes:
- Have you ever created a site using Web Publishing?
- For what purposes do you use Web Publishing?
- How long have you been using Web Publishing?
- Which of the following do you use to access Web Publishing: desktop/laptop, tablet, phone?
  - *If various ones*: How does your use differ when you're on <one> vs <the other>.

- How many times per week do you use Web Publishing?
- How do you feel about the current look and feel of the system?
  - *If not addressed specifically:* On a scale of 1-5 (1 being very unenjoyable, 5 being very enjoyable), how would you rate your experience of interacting w/ Web Publishing (or the WP home page)?
- How do you typically login when visiting Web Publishing?
- Where do you go if you have a question or need more information about NYU Web Publishing?

If no:
- Have you heard of NYU Web Publishing before now?
- Please tell me what you know about Web Publishing.
- What features or functionality, if any, would make you more interested in using Web Publishing?

3. Tasks

To start, we are just going to look at the new design and gather your impressions. Then, we'll go through a couple of simple tasks on the site.

Send link to site prototype

a. First impressions

So, this is the new site. For now, I'd like you to not click around in the interface. We just want to get your general impressions of the site. And just remember, we are <u>assessing the software</u>, not you. If you have trouble identifying something, it's because there's something wrong with the design. You're helping us to make the system better.

Now that you can see the site,
- Without scrolling, what do you notice first about the page?
- What else do you think you might find on this page?
- Now, click the down arrow and take a moment to scroll through the rest of the site. What do you notice first?
- After looking at the site, what does the NYU Web Publishing service offer?
- Based on this information, what kind of user is Web Publishing for?
- What information would you like to see on this page?

b. Site creation

Let's say that you would like to create a new site with the service.
- Without clicking, could you tell me what your first step would be?

- What do you think might happen after you click on that link/button? It's ok if you don't know.

c. Support

- In general, if you have a question about a tool or service at NYU, what would you do?
- Looking at the home page (and without clicking), what would your first step be to find help with Web Publishing?
- What do you expect to find on the next page?

d. Accessibility

- If you look at the bottom of the page, there is a link labeled "Accessibility." What would you expect to find at that page?

4. Reaction

- How did you find navigating through the site? Was it (enjoyable, neutral, annoying)?
- How does the look-and-feel of this home page design compare with that of other web applications you've used?Would you say it is (better, about the same, worse)?
- In terms of ease of use, would you say it is (better, about the same, worse)?
- How likely are you to recommend this new version of NYU Web Publishing to colleagues (likely, neutral, unlikely)?
- Do you have specific suggestions for us about what could be done to improve the new Web Publishing home page design?
- Do you have any final comments or questions?