

Usability Testing Script

A usability testing script was developed to assess a website with social media applications that has been designed to both engage and provide information to parents regarding childhood vaccination. Participants are asked about the following aspects of the website: appropriateness of information, ease of finding information, functionality, and overall experience.

Introduction: 5 minutes

Good morning/afternoon and thank you for participating in our research project. First I will give you a little background on what this research project is all about. A few years ago we began meeting with parents and providers to learn about how parents are making vaccine decisions and what that experience is like. We learned from parents that that it is sometimes difficult to discuss vaccines with the provider and parents found it easier to search online for vaccine information. We also learned there is a lot of information out there and it is difficult to know what information to trust. So, in order to help parents with this process we are building a vaccine social media website that is designed to be a hub of vaccine information that will compile the vaccine information that's out there, but ensure it's accurate and easy to understand. It will also provide a place for parents to ask questions about vaccine to our vaccine experts and each other. We have met with parents and providers to help us create the design, layout, and content for the website. We are now conducting usability testing, which is a way to test the website and see if it's easy or difficult to navigate and if parents like the format and look of the website.

So, today, we would like to conduct a 60-minute usability testing session with you. Our objective for these sessions is to evaluate the functionality of a website that helps address vaccine concerns among parents enrolled in Kaiser Permanente Colorado. We will be asking you to perform a few tasks on the website, like finding a certain type of information about vaccine or posting a blog comment. We will also be asking you to fill out two surveys asking about your internet experience and your experiences with this specific website. In addition to the tasks we ask you to complete, you will have an opportunity to browse or navigate freely on the website and give your feedback on your experience. It is also important that we remind you the data we collect from this session will not only help us improve the website, it will also be used for research purposes, as we intend to publish the results.

Our session will have 3 components.

- 1) Consent, where you read and sign a consent form (10 minutes)
- 2) Testing session (40 minutes)
 - a. Completing tasks
 - b. Completing surveys
 - c. Explore website
- 3) Debriefing session (15 minutes)

I. Consent (10 minutes)

[Present consent form]

Here is the consent form. As I mentioned, we plan to use these data to help improve the website and we plan to submit the results for publication. So please take 5-10 minutes to read and sign the consent form. And do not hesitate to ask any questions. There are a few points that I need to emphasize. One, your participation is voluntary, so if at any point you would like to terminate the session or decide not to answer a question, that is your right to do so. And, two, we are testing the functionality of the website and not your performance – in other words, we are not testing you. So we expect mistakes and you may get frustrated at times, so please do not get discouraged and provide us with as much feedback as possible. And lastly, we will also be audio recording this session so we can capture all of your comments. Your name will be taken out of the session transcription so we will not be able to identify the person commenting.

Do you have any questions at this time?

II. The testing session (30-45 minutes)

First we would like to complete this short survey that will ask about your race, ethnicity, income, and use of the internet. We will not be collecting your name on this survey. If you don't feel comfortable answering any of the questions, you do not need to complete them. This should only take a few minutes to complete. Please let me know if you have any questions.

Have you done usability testing of a website on any other product before?
We will ask you to perform a few different tasks on this website.

I will give you one task at a time and will ask you to read it to me. I will sit back here and will watch you as you work. I will not be able to answer your questions while you are working on the website but will respond once the session is over. It may be frustrating if you are not able to complete the task or find what you are looking for, but we want to test what this would be like for users at home without us here to help, so I will not be able to respond while you are completing the tasks. This will help us figure out how to improve the website so it's easier for patients to navigate. We would like you to "think aloud" while you complete the tasks. In other words, share your thoughts with us as you are performing the task as if you were thinking aloud.

Let me give you an example of what I mean by think out loud: My task is to find a flight on expedia from denver to LA. I type in denver in the from box and then type in los angeles in the to box. A bunch of airports pop up and I'm not sure which one I want to go to. I just want to find the cheapest flight. But I don't want to fly in somewhere far away, so I select LAX because that sounds familiar. I wish there was an option for airports in a certain mileage of downtown LA. I go to enter dates of my trip, but can't remember the exact date so click on the calendar. I'm glad that's there. I've entered the dates and now I hit search.

Do you have any questions about that? I wanted to remind you that the purpose is to test the functionality of the website, not you. Please give us your honest opinions and don't hesitate to let us know if don't like the way something is designed. At the end of the testing session, we will also ask you to fill out a short 10 question usability questionnaire, which should take no

more than 5-10 minutes.

At the end of the usability testing section, we will have a debriefing session, where you can provide us with additional feedback and ask questions. I have 5 tasks for you and will give them to you one by one. (I assume the website will up and running)

Tasks:

1. Please find information about why the Hepatitis B Vaccine is given at Birth
2. Your child is about to go to her next doctors visit. Her birthday is 10/1/2011. Please determine what vaccinations she is due for
3. You would like to hear more about what other parents do to calm children while receiving vaccinations. Please find this discussion from other parents. Once you find the discussion, please post a comment that says, "Does breastfeeding really help after vaccination?"
4. You have additional questions about vaccinations and would like to chat with an expert. Please determine when the next live chat visit will be
5. You would like to see the latest news on vaccination. Please find the new most recent news story and add a comment that says: "I would like more information about this."

[Throughout the process, try to elicit participant feedback regarding the usability and acceptability of the user interface. Try to remain neutral throughout the process. Listen to the participants' comments, observe their actions and answer their questions. However, encourage the users to work through the tasks without guidance. If a participant becomes confused with a particular task, ask the participant to verbalize his or her thoughts. You can decide whether to provide additional guidance or move to the next task. Examples of neutral responses may include:

- "I am interested in what you think."
- "Do the best you can, and we can discuss this task in more detail at the end of the session."
- "There are no wrong answers – your performance will help us improve the website."

Browsing script: You can spend the next 5 to 10 minutes looking at whatever you would like on the website. Please provide your feedback on your experience with the website as you use it the same way you did during our previous section.

After completing all the tasks: I have a short survey for you to complete. The survey contains 10 questions about your experience using the website. The survey will not contain your name and if you do not feel comfortable completing a question you don't have to.

Debriefing session (15 minutes)

That concludes our usability testing. Do you have any other questions or comments?

[Now is an opportunity to ask the participant questions or probe further about specific concerns, errors, or problems encountered during the evaluation. Encourage them to comment about aspects of the interface that they liked, as well as the tasks they found to be frustrating.]

Do you see yourself using this website? When would you use this website?

Are there additional features that would make this website more useful for you?

Was there something missing from this website?

How did you feel about the tone of this website?

Thank you for your time. We greatly appreciate your feedback and please don't hesitate to contact if you have further questions. [Give participant gift card]