

Web Site Usability Test Plan
for
The Climate Reality Project web site
<https://www.climate reality project.org/>

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Part 1: Test Plan

Scope

This usability test will be conducted for the web site <https://www.climaterealityproject.org/>, owned by The Climate Reality Project in Washington, D.C. The mission statement on the web site is “Our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.” Therefore, the aim of the web site is to provide information about climate change and make it easy for users to share that information on social networks. Also from the mission statement page: “Every share matters.”

We will be testing main level pages located in the main navigation, including the home page, the Climate 101 page, the Pop Quiz page, and the What I Love page. At this time we will not be testing the blog pages, the donate function, or any of the subsidiary websites linked from climaterealityproject.org.

Goal

The goals of this usability test are to:

- document the level of ease or difficulty in navigating the web site climaterealityproject.org
- discover if participants might use share functionality, and which social media
- discover the average time users take to complete specific tasks
- gather user opinions on the ease or difficulty in usability of the site
- gather user opinions on the mission of the web site

Objectives

The objectives of this usability test are:

- To observe how well users can summarize the site after several minutes of exploration.
- To obtain user opinions of the content on the Climate 101 page after five minutes of exploration.
- To measure ease or difficulty in answering quiz questions
- To obtain user opinions of the featured video Open Letter to World Leaders
- To measure users’ willingness to use share functionality
- To survey users for their opinion on the navigation and features of the web site

Team

Role	Name
Facilitator	Jessica Sams & Stefanie Sere
Note taker & Video	Stefanie Sere

Note taker & Survey	Jessica Sams
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Location

The test will be conducted at Metropolitan State University of Denver, in the Central building, room 119U. We plan to use the computer with eye tracking software installed.

User Profile

Test participants should be experienced with using the internet, have a mild to moderate interest in protecting the environment, be between 21-45 years old, and should already know how to share stories on social media sites. It would be a plus if they have signed online petitions before.

#	Name	Experience using the internet	Interest in the environment	Between 25 & 45 years old	Shares things on social media	Signs online petitions
1	Jordan Dawson	40 hrs/wk	max	y	n	n
2	Karen Young	25 hrs/wk	moderate	y	y	n
3	Amanda Rossow	36 hrs/wk	moderate	y	y	n
4	Dakotah Stene	10 hrs/wk	min/mod	y	n	n
5	Regina Vera	30 hrs/wk	moderate	y	y	n

Schedule

List the date and time for testing each participant.

Date	Time	Participant	Notes
Nov. 19, 2015	10:15	Jordan	
Nov. 19, 2015	11:15	Karen	
Nov. 19, 2015	12:00	Amanda	
Nov. 19, 2015	12:45	Dakotah	
Nov. 19, 2015	1:15	Regina	

System Requirements

- Hardware requirements: PC, OS Windows 7 enterprise, speakers
- Software requirements: Tobii Studio 3.2.1

- Browser requirements: Internet Explorer 11
- Internet connection is hardwired
- Video Camera with SD card

Setup

Steps to take in order to set up the computer for a new test:

- Prepare Tobii with the project file. This will calibrate each user's eyes and launch Internet Explorer right to the testing page.
- Set up the video camera, check memory card
- Set up Chrome with a bookmark for the survey on SurveyMonkey
- Clear browser cache in-between tests on IE and Chrome

User Tasks

Task 1: Browse the site (5 minutes)

Take 3 minutes to look at the site: What are your impressions? What do you think it is they want you to do here? What is the purpose of this site?

Task 2: Navigate (6 minutes)

You are doing a school paper on climate change. Look through the main navigation to see if there would be any information for your paper on this web site. What menu item grabs your attention?

Task 3: Navigate to Climate 101 page (5 minutes)

Spend 3 minutes on this page as you narrate your actions and share your thoughts.

Task 4: Climate Change: The Basics (5 minutes)

You would like to explain the basics of climate change science to a co-worker. Explore the slider called "Climate Change: The Basics" and tell your co-worker Jane what you learned.

Task 5: How to go home (1 minute)

Find your way back to the home page. How did you do this?

Task 6: Find the video Open Letter to World Leaders (4 minutes)

Watch the video. Is it compelling enough to get you to fill out the form on the page?

Task 7: Using the main navigation, locate the Pop Quiz (3 minutes)

Once you find the quiz, answer three of the questions and tell me how you did.

Task 8: Find the What I Love Page (1 min)

What do you think this page is about?

Task 8: Subtask (1 min)

You want to share *What I Love* on social media. Which of these would you use: Facebook, Google Plus, Twitter, or email? Why?

Participant's Guide

These tasks were printed one per page during the usability test.

Task 1: Browse the site

Take 3 minutes to look at the site: What are your impressions? What do you think you can do here? What is the purpose of this site?

Task 2: Navigate

You are doing a school paper on climate change. Look through the main navigation to see if there would be any information for your paper on this web site. What menu item grabs your attention?

Task 3: Navigate to Climate 101 page

Spend 3 minutes on this page as you narrate your actions and share your thoughts. What is this page about?

Task 4: Climate change: The Basics

You would like to explain the basics of climate change science to a co-worker. Explore the slider called "Climate Change: The Basics" and tell your co-worker Jane what you learned.

Task 5: How to go home

Find your way back to the home page. How did you do this?

Task 6: Find the video Open Letter to World Leaders

Watch the video. Is it compelling enough to get you to fill out the form on the page?

Task 7: Using the main navigation, locate the Pop Quiz

Once you find the quiz, answer three of the questions and tell me how you did

Task 8: Find the *What I Love* Page

What do you think this page is about?

Task 8: Subtask

You want to share *What I Love* on social media. Which of these would you use: Facebook, Google Plus, Twitter, or email? Why?

Part 2: Analysis and Recommendations

Please find the recommendation table below. On a whole, users found this site compelling, interesting, and well designed. There were a few problem areas around trust and interface design. 3 of 5 users mentioned they did not know what would happen to their name once they filled the form, or that they didn't like a sign up for newsletter included in the petition. It is recommended to improve user trust by clarifying intentions right on the form.

In order to make user experience testing a truly iterative process, we recommend the developers to integrate changes based on this report and then schedule another test in the future to monitor changes in user reactions. Iterative testing will be the best way to increase newsletter subscription, petition signups, and social media shares.

Severity scale, from least severe to most:

- Steady temperature
- Ice caps are melting
- Sea level is rising
- Catastrophic weather

Task	Problem Cause	Scope	Severity	Recommendation
Task 1: Browse the home page & state site purpose	Participants can't tell the Get Active bar is a tab group and clickable	Local – the tab group is only designed this way on home page	Ice caps are melting	The arrow pointing down is hard to find for 80%. Make it more obvious that there is more if you scroll. Also, the tab group is a problem because 100% of users overlooked it; unsure if it was clickable or not.
Task 2: Find Navigation	none			
Task 3: Climate 101 page	Overwhelming amount of info on one page	Local – just one page	Sea level is rising	Recommendation to split this content into multiple pages.
Task 4: Climate Change: The Basics slider	none			Great job on clarity of information here. 100% retell accuracy.
Task 5: How to go home	none			
Task 6: Find & watch	Participants	Local –	Steady	Recommendation to clarify the

video “Open Letter to World Leaders”	weren’t sure what the form would do	wording on the form	temperature!	purpose of the petition, and clarify what the newsletter sign up means for the user. 4 out of 5 testers were petition-adverse. The video is compelling, but motivating people to sign will take more testing in the future.
Task 7: Locate and take the Pop Quiz	Confusing interface	Local – unique interface on this page	Catastrophic weather!	Recommendation to move the question to the left of the answer rollovers. Also, it would be great if these questions corresponded to content on Climate 101 page. Right now, the answers are not found anywhere on the site.
Task 8: Find the What I Love Page	Vague wording	Local – wording on this page	Ice caps are melting	This page is possibly vague on purpose, to surprise people. Consider using more user-centered design techniques for wording.
Subtask: You want to share What I Love on social media	none			Interestingly, we found that the more interested users were in the climate, the least likely they were to have social media accounts. Recommendation to include a page of content about why social media and activism go together.

Appendix A – Raw Data

User Tasks

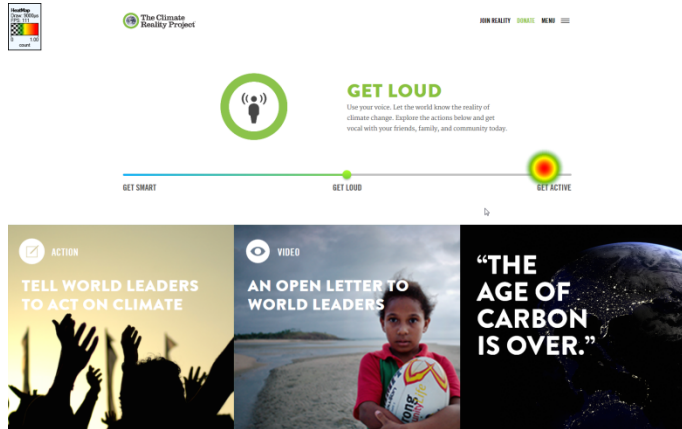
Task 1: Browse the home page. What is the purpose of the site?

Participant 1 Jordan:

- “It’s about climate change and what you can do to make an impact.”
- “There are a lot of options to join; what you can do to participate”

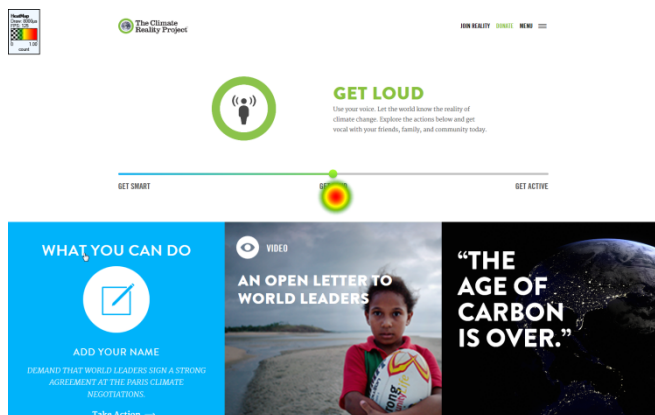
Participant 2 Karen:

- “Environmental activist site. It tells you Action and you can watch and share a video, probably on social media. I guess it means sign up for a newsletter or sign up for some sort of email group.”
- This is the screenshot through Tobii eye tracker’s heatmap panel of Karen examining the Get Active bar. She does not click.



Participant 3 Amanda:

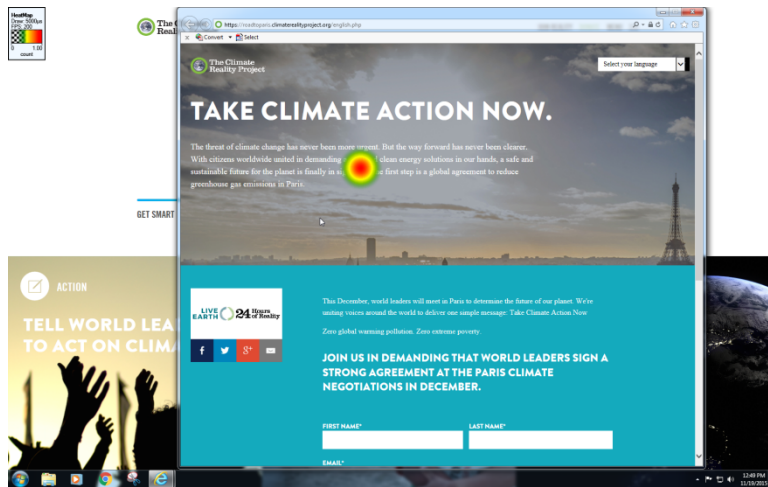
- “I’m assuming this has something to do with the environment and wanting to save the planet.”
- This is the screenshot through Tobii eye tracker’s heatmap panel of Amanda examining the Get Active bar. She does not click.



Participant 4 Dakotah

- “Well I noticed it’s a picture of the earth so it probably has something to do with climate change. It says discover what I can do so I’m going to click the arrow. It goes to another page with links. One is “action” to add my name. The other is a video. There’s another one of a Facebook symbol. I’ll click this one. Looking at a pop-up. It has information about climate change. Should I add my name? Or go back?”
- “It has information about climate change. Somebody might use this if they wanted to know more information about climate change and how it’s affecting us.”

- This is a screenshot of Dakota's eye tracking heat map when he opened a popup.



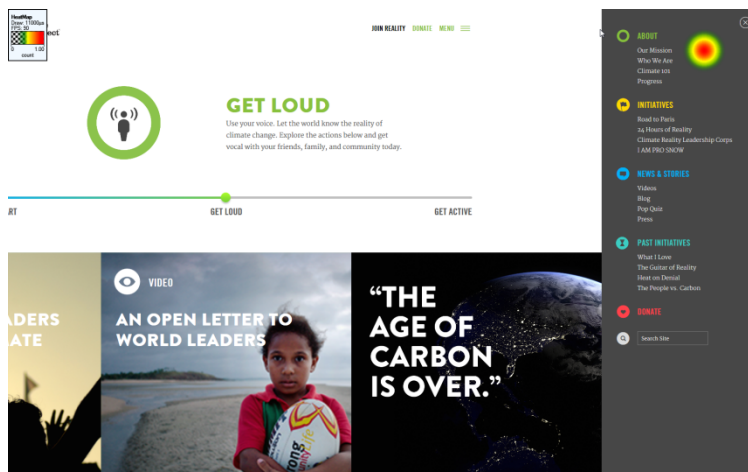
Participant 5 Regina:

- “It’s to get people motivated about saving the planet. It’s very interactive, showing how you can join their mission.”

Task 2: Find Navigation; What menu item could help with a school paper on climate change?

Participant 1 Jordan:

- “I think I would go to climate 101 indicating it’s some preliminary sort of course telling me about it”
- Here is a screenshot of Jordan’s eye tracking when she found the menu immediately.



Participant 2 Karen:

- “Where would I begin on climate change? I would ... menu items. i would probably go to climate 101 to see if it had any facts about climate change”

Participant 3 Amanda:

- “I would say Climate 101 would be where I go.”

Participant 4 Dakotah

- “The age of carbon is over grabs my attention. trees per person? That would be as good for my paper. I would probably use the initiatives. I don’t know.”
- Moderator prompted to help him find the main menu

Participant 5 Regina:

- “Climate 101”

Task 3: Climate 101 page; What can you do here?

Participant 1 Jordan:

- “Orienting you to what climate change really is. How it’s involved with carbon pollution warming the planet and then flat out letting you know that you can reduce climate pollution.”
- “The video with Bill Nye is good because he’s approachable and everyone wants to listen to him.”

Participant 2 Karen:

- “You could share the page again with Social media. Facts on climate change . . . ah cool Bill Nye is always good... you can share his video too . . . and climate change... let’s see... what is this? Looks like a slide show. Nice and interactive.”

Participant 3 Amanda:

- “I didn’t see the arrows for their useful slideshow but I would have skipped that. I don’t understand the significance of the quote. And there’s no end quote which bothers me. I like all the videos they have. It’s very useful.”
- Note: There is a design element on the page with this pull-quote: “The warming that we’ve seen in the last 30 years is clearly due to human-made greenhouse gases.” And there is one large font quotation mark on its own line but no ending quote.

Participant 4 Dakotah

- “There is a picture of a steadily increasing line graphs. It looks like the graph keeps going up and up. There’s a video with a scientist it looks like he’s giving a demonstration.”

- Moderator prompted that it's ok to watch the video. Participant watched part of it and stopped. When rating the video: "It was satisfying but it was just too long, so, too much information."

Participant 5 Regina:

- Participant watches Bill Nye video when prompted its ok to watch. Stopped short.
- "It's to get whoever's on the site informed about what's going on with politics and what's going on with the planet."

Task 4: Climate Change: The Basics slider

Participant 1 Jordan:

- Summarizes the slider with accuracy

Participant 2 Karen:

- "I'm gonna look at the basic facts... and it looks like almost all the scientist in the world agree that man-made pollution is contributing and then it describes one of the main factors is which is carbon dioxide pollution. then it explains it stays in the atmosphere and why its so damaging — and a nice chart that explains the correlation b/w CD and global temps and how they're increased together and they're going up kind of exponentially"

Participant 3 Amanda:

- "Carbon pollution is at an all time high, which is causing the planet to warm since it is trapping more of the sun's light and we need to keep that rise under 2 degrees Celsius to make sure that we don't experience the worst impact. They're talking about sea level rise and more extreme weather."

Participant 4 Dakotah

- "I basically just learned what a couple of causes of climate change are. And it's just rising and it keeps getting worse as we keep using these carbon dioxide molecules and polluting earth with our own man-made problems. There's a couple of reasons why global warming is going up and that's what it was telling me. One is (refers to the slide) carbon pollution from fossil fuels is at an all-time high. And another one is carbon pollution stays in the atmosphere."

Participant 5 Regina:

- “What causes pollution is the gases trapped on the earth, and how the majority of it is caused by human pollution. How it’s affecting the ecosystem and environment whether it’s droughts and floodings and by using clean energy we can help reduce it.”

Task 5: How to go home

Participant 1 Jordan:

- “I just clicked the icon.”

Participant 2 Karen:

- Noticed that there was no back to top button so scrolled up and used logo

Participant 3 Amanda:

- Used the logo immediately

Participant 4 Dakotah

- Used the logo immediately

Participant 5 Regina:

- “I’m going to click on the logo.” Used the logo immediately.

Task 6: Find & watch video “Open Letter to World Leaders”

Participant 1 Jordan:

“A pop up window appeared. I’m waiting for it to load. There we go.” *watches video

Q: Is this video compelling enough for you to share? A: No (Jordan doesn’t share anything on social media)

“The site was really easy to navigate. I like the colors a lot. The menu was incredibly simple.”

The below screenshot shows Jordan finishing the video, at which point she hits escape because she had put the video to full screen. The escape button closed Tobii eye tracker unexpectedly and the session ended.



Participant 2 Karen:

- She found the video in a second, and clicked the full screen button. Reaction to video “I don’t sign those kind of things. I don’t sign petitions in general.”

Participant 3 Amanda:

- Is this video compelling enough to get you to fill out that form on the page?
- “Probably.”
- Did you notice any of the green areas that ask you to click? “No.”
- Do you know what that form might do? “I would assume it is a petition of some sort but I also see that it has an email list but I don’t like that they’ve snuck that in.”

Participant 4 Dakotah

- “It is compelling to maybe fill out the form and I would consider filling out this form based on the video.”

Participant 5 Regina:

- “It was convincing but I don’t know if I would fill out my information to the site.”

Task 7: Locate and take the Pop Quiz

Participant 1 Jordan:

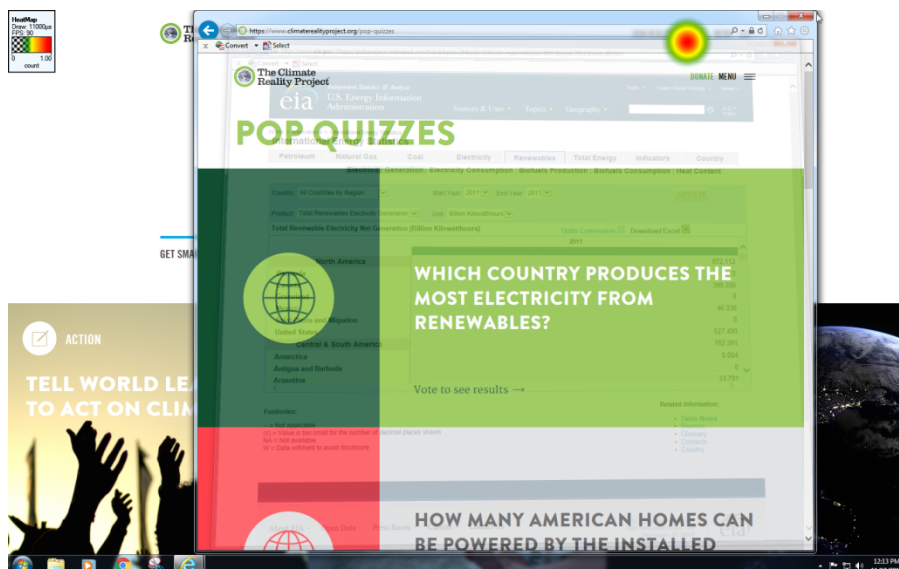
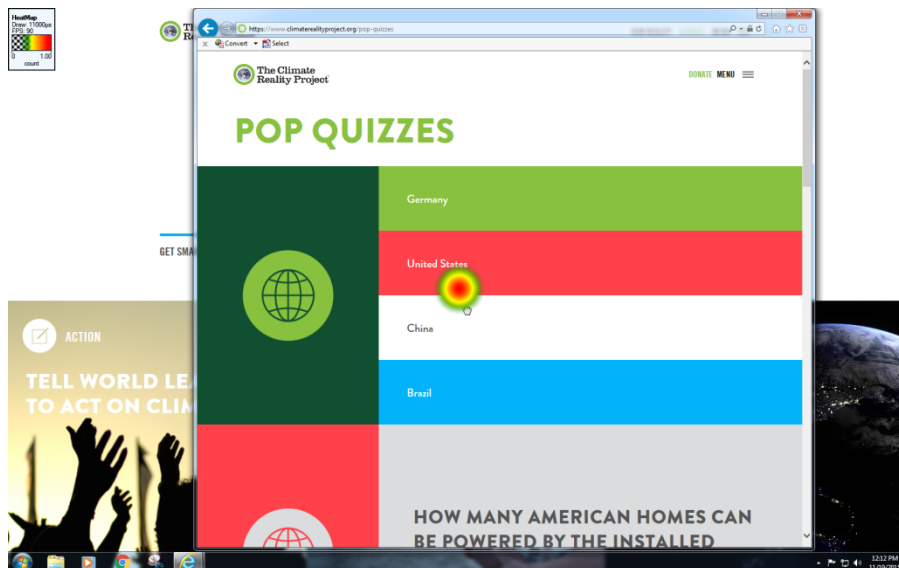
No data. Participant used escape button after watching video and ended session unexpectedly.

Participant 2 Karen:

- Took the first three questions and retold whether she was right or wrong accurately.

Participant 3 Amanda:

- Didn't understand the interface. Didn't like that the questions disappear. Did not like red text on yellow background. Wishes the questions were on the left where the icons are.
- "I really don't like how they did their interface. I don't like how the questions disappear." "I thought it was asking me what question I was from maybe, because I didn't know there was a question there."
- Please see the two screenshots below. The first shows the mouse as a pointer and Amanda's gaze is on the United States but she hasn't seen the question yet, so she clicks. Then she opens a link called "source" which takes her off site so she closes the window right away.

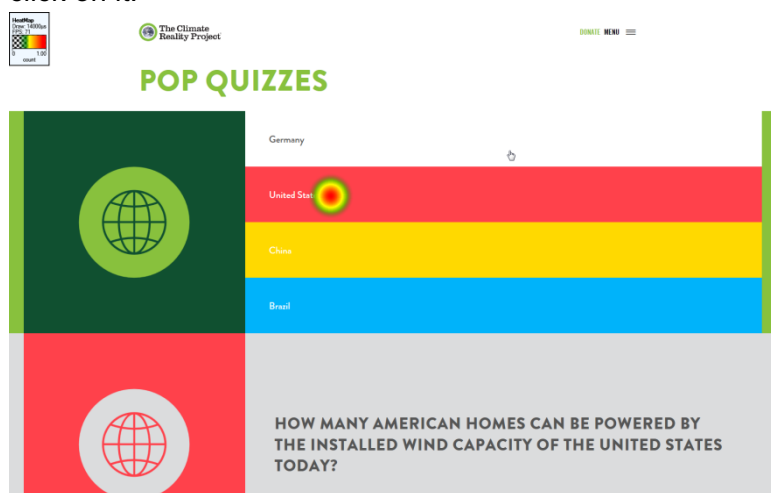


Participant 4 Dakotah

- Finds the quiz in 6 seconds. Didn't see the first question because the mouse was in the rollover position. He clicked US because that's where he's from.
- Hard to understand the interface.

Participant 5 Regina:

- The interface is confusing, how the questions disappear. Didn't see question one due to mouseover.
- The screenshot below shows Regina's mouse as a cursor which is holding the rollover state of the quiz. She hasn't seen the question yet and is focusing on United States to click on it.



Task 8: Find the What I Love Page

Participant 1 Jordan:

No data

Participant 2 Karen:

- Found the page in about 8 seconds.
- "It's a way to make climate more tangible in people's minds. If climate change got bad I wouldn't be able to do these things anymore. "

Participant 3 Amanda:

- Used the footer to find the page in ten seconds.
- I think this is very vague. I love the mountains, but they're not top ten. I don't like that they keep rolling over stuff. It's a great interaction but it's very distracting.

Participant 4 Dakotah

- Found the page immediately

- “It’s about clean air for everyone. Keeping the environment clean, making sure there is enough clean air – even for the animals.”

Participant 5 Regina:

- Found the page in 10 seconds
- Participant likes the quotes and examples of why they love the earth and why they want to preserve it.

Task 8 Subtask: You want to share What I Love on social media

Participant 1 Jordan:

No data. Jordan doesn’t keep social media accounts.

Participant 2 Karen:

- Would use Facebook first.

Participant 3 Amanda:

- Would use Facebook first. Doesn’t use G+ and doesn’t go on her Twitter account. Wouldn’t email it to anyone.

Participant 4 Dakotah

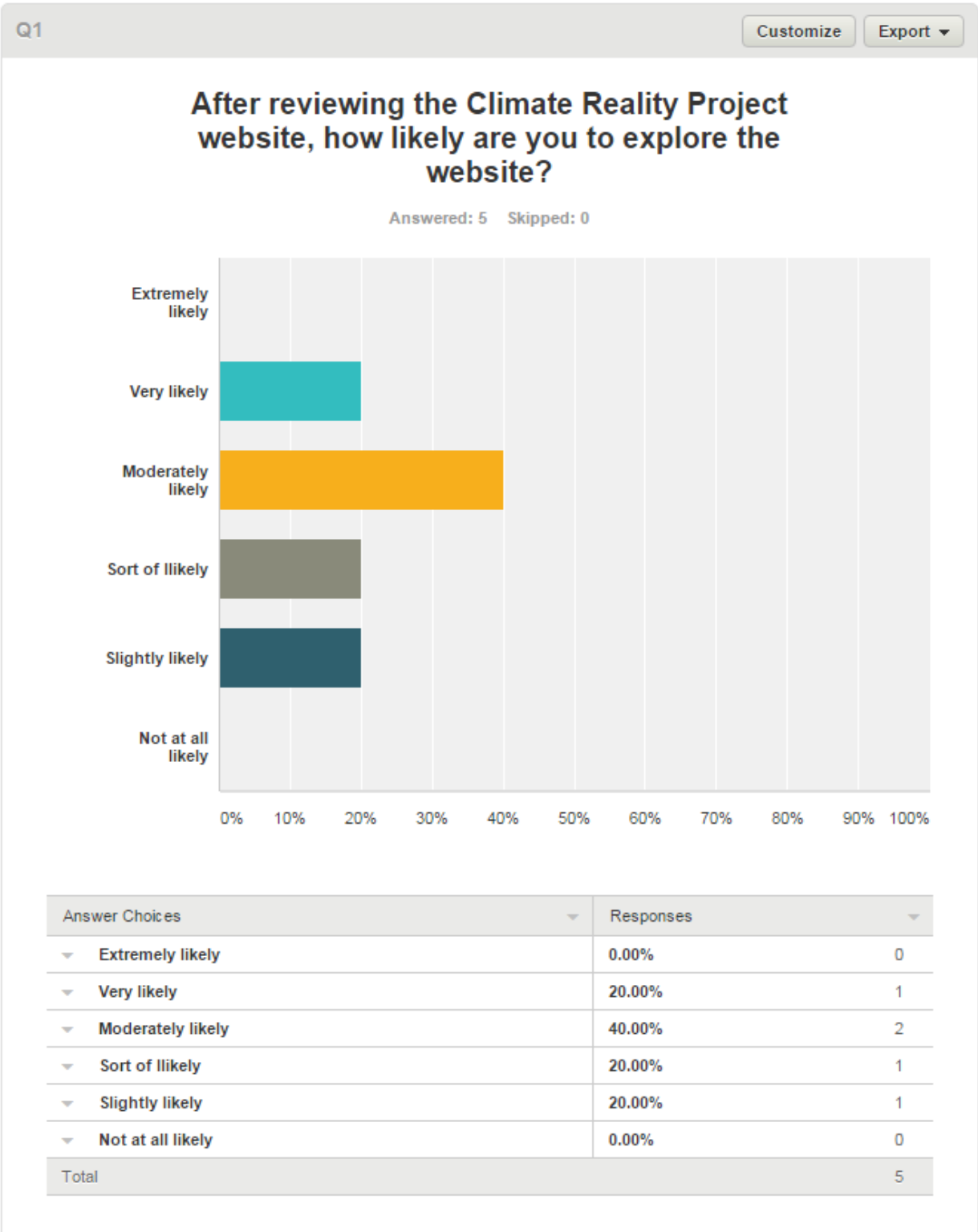
- Might use Google Plus. Doesn’t have the other social media accounts.

Participant 5 Regina:

- Yes, would share the quotes to Twitter

Post-Test Questionnaire (text version in Appendix B)

PAGE 1: User Experience Research



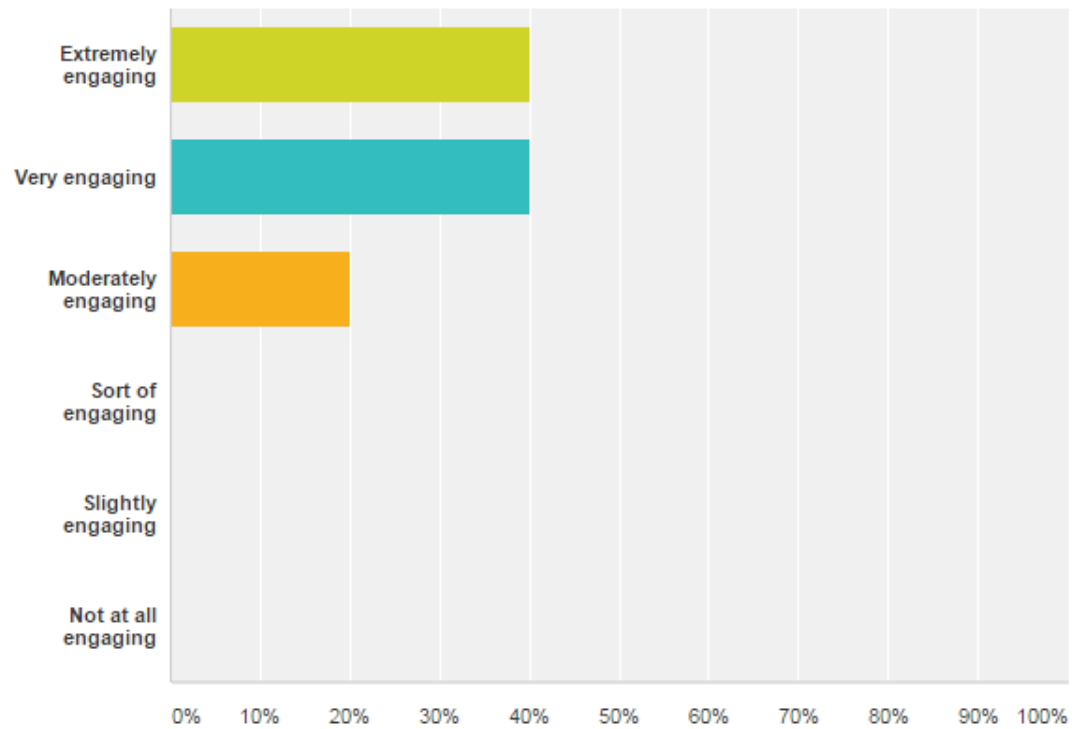
Q2

Customize

Export ▾

How engaging is the design of the website?

Answered: 5 Skipped: 0



Answer Choices ▾	Responses ▾	
▼ Extremely engaging	40.00%	2
▼ Very engaging	40.00%	2
▼ Moderately engaging	20.00%	1
▼ Sort of engaging	0.00%	0
▼ Slightly engaging	0.00%	0
▼ Not at all engaging	0.00%	0
Total		5

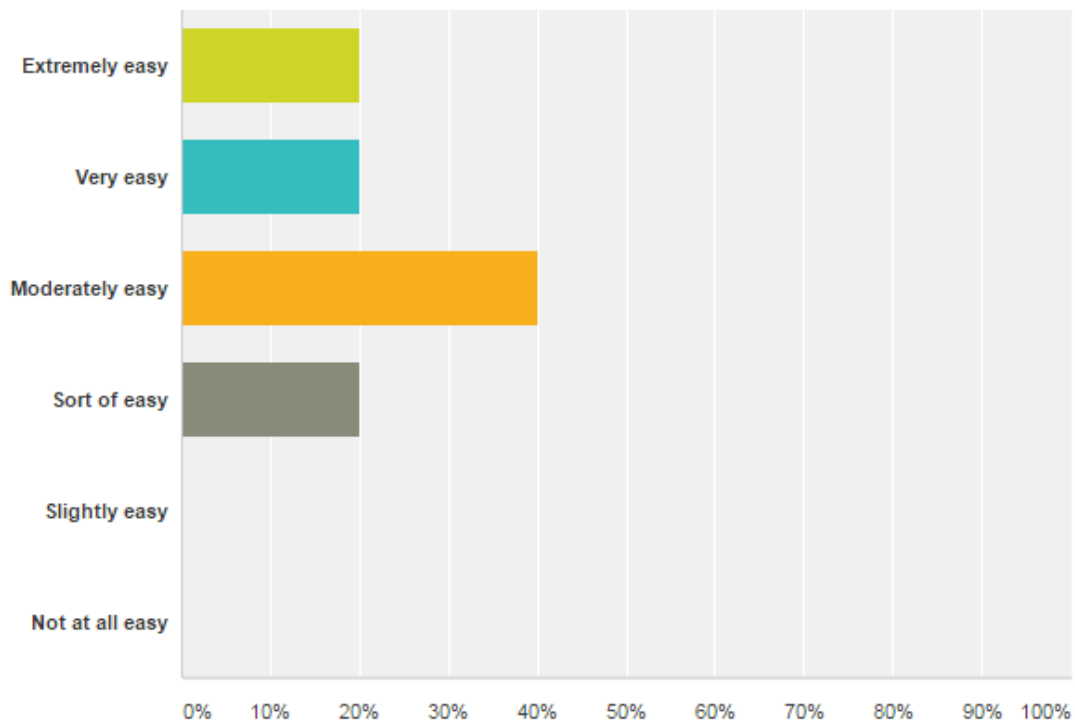
Q3

Customize

Export ▾

Does the website appear easy to navigate?

Answered: 5 Skipped: 0



Answer Choices ▾	Responses ▾
▾ Extremely easy	20.00% 1
▾ Very easy	20.00% 1
▾ Moderately easy	40.00% 2
▾ Sort of easy	20.00% 1
▾ Slightly easy	0.00% 0
▾ Not at all easy	0.00% 0
Total	5

What improvements would you make to the design of the website?

Answered: 4 Skipped: 1

● Responses (4)

☁ Text Analysis

🗂 My Categories

PRO FEATURE

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade

[Learn more »](#)

Categorize as... ▾

Filter by Category ▾

Search responses



Showing 4 responses

Having borders and less flashing tabs and slides. The hover feature is a bit hectic when trying to read the information and the image switches.

11/19/2015 1:51 PM [View respondent's answers](#)

I would make it so not all content switch's when you mouse over it.

11/19/2015 1:10 PM [View respondent's answers](#)

I didn't like that the pop quiz questions would disappear on rollover, I would remove the rollover. I also didn't like the vague "What I love" very unclear title, I would consider renaming that title.

11/19/2015 12:24 PM [View respondent's answers](#)

Return to top button would be nice to minimize scrolling

11/19/2015 11:46 AM [View respondent's answers](#)

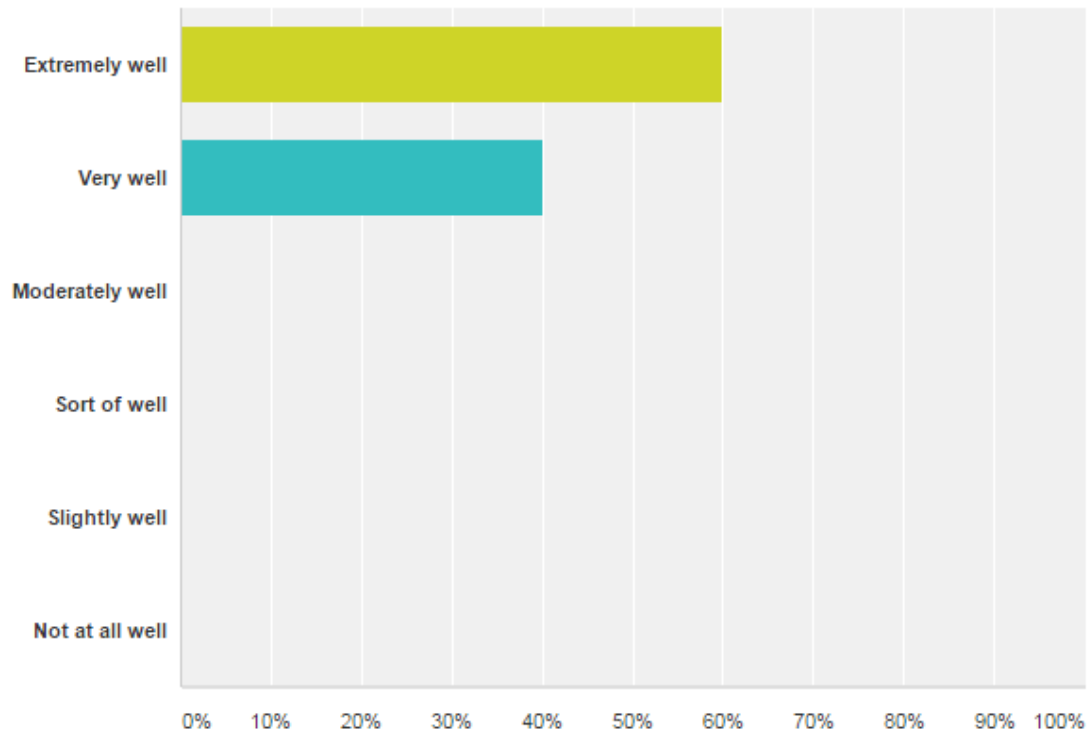
Q5

Customize

Export ▾

How well does the website communicate Climate Reality Project's mission?

Answered: 5 Skipped: 0



Answer Choices ▾	Responses ▾	
▾ Extremely well	60.00%	3
▾ Very well	40.00%	2
▾ Moderately well	0.00%	0
▾ Sort of well	0.00%	0
▾ Slightly well	0.00%	0
▾ Not at all well	0.00%	0
Total		5

[Comments \(5\)](#)

Q6

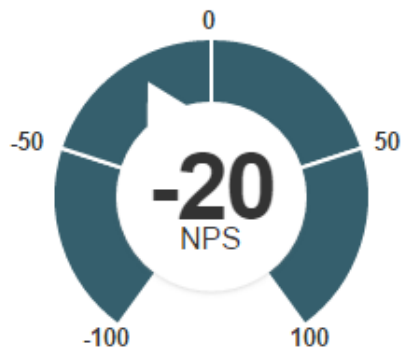
Hide Benchmark ▾

Chart Type ▾



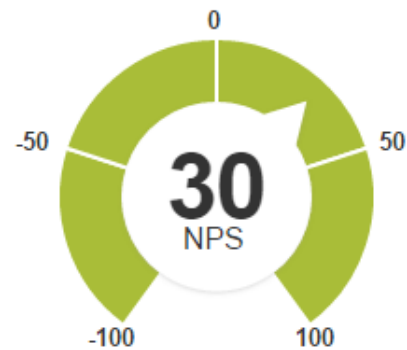
How likely is it that you would recommend this website to a friend or colleague?

Your Net Promoter® Score



Answered: 5 Skipped: 0

SurveyMonkey Global Benchmark ▾

Average from 56,578 Organizations
10/1/2014 - 9/30/2015

Your score is in the bottom 25% ?

Minimum ?	Lower Quartile ?	Median ?	Upper Quartile ?	Maximum ?
-100	0	39.02	66.67	100

Distribution of Responses

	Detractors (0-6)	Passives (7-8)	Promoters (9-10)
Your Responses	20.00% 1	80.00% 4	0 0
SurveyMonkey Global Benchmark	22.20%	25.12%	52.68%

Appendix B: Additional Materials

Shared Drive

Sharing is enabled in this Google Drive folder. It contains the excel exports from Tobii Eye Tracker, heatmap image files, and scans of the original notes that the moderators wrote during the usability test.

Link removed for public posting***

Average timed tasks

Task	Average Time to Complete (minutes)	Average Success Rate
2 (find main menu)	0:05	100%
5 (find link to home page)	0:03	100%
8 (find what I love page)	0:11	100%

Recruiting Flyer:

(approved, stamped, and posted in the science department)

USABILITY TESTING
for a non-profit, environmental website
Technical Communication Students
are in need of participants
(ages 21-45)
for ONE hour on the

morning of either
Tuesday 11/17
or
Thursday 11/19

You will be compensated for your time
with coffee and pastries.

Please contact:
--email--

Reminder Email Template

SUBJECT LINE: Reminder: Website study tomorrow

Dear [PARTICIPANT NAME]:

Thanks again for agreeing to help us out with testing an environmentally based non-profit website. We are looking forward to talking with you.

You are scheduled to participate as follows:

DATE: [DAY, DATE]

TIME: [TIME]

PLACE: [ADDRESS, LINK TO MAP]

A few key reminders:

- In exchange for your participation, there will be fresh baked pastries and coffee and juice.
- During the study, we will ask you to complete some tasks using the website. You'll talk out loud as you work so the facilitator can follow along.
- With your permission, the session will be recorded. We will only use the recording to decide how to improve the website. Your name will not be used for any purpose beyond this session.

Also, we have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!

[NAME OF FACILITATOR AND CONTACT INFORMATION]

Participant recruiting screener

Session dates: TBD

Number of participants: 5 + 1 spare

Session duration: 60 minutes

Incentive per participant is coffee, juice, and baked goods

Criteria summary (recruiter's eyes only):

Active online (30 min - 2 hours online/day)

General concern for the environment, general concern about climate change

Age 21-45 (recruit a range within these boundaries)

Mix of male/female respondents

Call script:

Hello, please may I speak to [name from recruiting list]? My name is [your name] and I am a student at Metro State University. I'm calling because you expressed an interest in helping us with our research. This is not a sales call. We are trying to find people to help us evaluate a web site. We would want you to spend about an hour providing feedback on your experience using some web pages. To thank participants for their time we offer coffee and fresh baked scones.

Would you be interested in taking part?

Yes: Continue

No: Thank them for their time, terminate call.

That's great.

The study will take place at Metropolitan State University of Denver, Central Classroom 119U during the day on Tuesday ____date____ and Thursday ____date____. Would you be available on one of these days?

Yes: Continue

No: Thank them for their time, terminate call

I'd like to quickly determine whether you are a good match for this particular study. Is now a good time to ask you a few questions?

Yes: Continue

No: Arrange time to call back

Questions:

1. What is your occupation? _____

If occupation is in one of the following categories, thank them for their time, terminate call without reading decline text.

Climate scientist, climatologist, meteorology, oceanographer, atmospheric chemist

Computer related (computer technical support, developer, software company, IT department, etc.)

Design related (interaction design, usability, web designer)

2. Which of the following age ranges are you in?

a. Under 25

b. 25-34

c. 35-45

If (a) or (f): Thank them for their time, read decline text, terminate call.

Otherwise: Recruit a mix of ages. Continue if appropriate.

3. Which of the following best describes how much time do you spend online each day, not including e-mail or Facebook?

- a. Less than 10 minutes
- b. 10-30 minutes
- c. 30-60 minutes
- d. One to two hours
- e. Two to four hours
- f. More than four hours

If (c) or (d): Continue.

Other answers: Thank them for their time, read decline text, terminate call.

4. How often do you share “causes” or sign petitions on social media?

- a. less than once a month
- b. once or twice a month
- c. once or twice a week
- d. several times a week

5. Do you believe that Global Warming is a reality?

Yes

No

6. If you bought something from Ikea, would you read the directions?

7. How often do you buy something online?

- a. less than once a month

- b. once or twice a month
- c. once or twice a week
- d. several times a week

If (b) or (c): Continue.

Other answers: Thank them for their time, read decline text, terminate call.

Accept text:

That's great. It looks like you meet the criteria for this study. Now, which of the following times would work best for you? [circle answer]

Tuesday

12:30 – 2:00 11:00 – 12:30

3:00 – 4:30 1:30 – 3:00

Thursday

9:00 – 10:30

As you recruit more people, you'll start asking, "Can you attend on [date] at [time]?"

Fill the "spare" session last if possible.

3:30 – 5:00 (spare)

Just so that we can prepare if necessary, do you have any accessibility requirements? _____

I will send you an e-mail confirming this time and giving you directions to our offices. What e-mail address should I use?

_____ [e-mail address]

Also, is this the best telephone number to contact you on if necessary?

_____ [best phone number]

If you have any questions, or if you don't receive the e-mail from me by tomorrow, please call [your number] so that we can get things sorted out. Again, my name is [your name]

One last thing - do you know anyone else who might be interested in participating in this type of research? If you do, I'll send you an e-mail that you can forward to them explaining how they can sign up.

Decline text:

It looks like you wouldn't be a good match for this particular study, but I'd like to keep your details on file in case we run another study that would better suit your characteristics. Would that be OK?

One last thing - do you know anyone else who might be interested in participating in this type of research? If you do, I'll send you an e-mail that you can forward to them explaining how they can sign up.

Immediately after call:

[] Transfer responses from this sheet to participant details spreadsheet.

[] Send confirmation e-mail to participant.

[] Send friend recruitment e-mail to respondent if applicable.

Consent Form

UX Testing for Climate Reality Project Consent

We are asking you to participate in a study to help us improve our products. For this participation you will be given compensation of food and drink.

Study description

In this one hour session we will solicit your comments and feedback in an interview. We will also ask you to perform tasks with one or more websites.

Data collection, audio and video recording

We may collect data from this session using manual or automated systems.

Audio, video and screen captures of the study session may be recorded.

How we use information from this study

The primary use of these recordings is to assist in our subsequent analysis of the session. We may also use anonymous segments of the recordings to demonstrate user sentiment, for instance in the form of edited video clips or participant quotes.

Except for any recorded image of you, participation in this session is anonymous. No personally identifying information will be used in conjunction with session details other than to keep an administrative record and to perform data analysis.

We will not share personally identifying information with third parties that would allow those third parties to identify you.

Consent

I agree to participate in this study. I understand that this study session will be recorded and consent to the use of the information and images created during this study as described above.

Accepted and agreed to:

Signature: _____

Date: _____

Print Name: _____

Usability Testing Facilitator's Script

☞ Web browser should be open to Google or some other "neutral" page

Hi, _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a Web site that we're testing so we can see whether it works as intended. The session should take about a half hour.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you to try to think out loud as much as possible: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, 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 to help. But if you still have any questions when we're done I'll try to try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

☞ Give them a recording permission form and a pen

⌘ While they sign it, START the SCREEN RECORDER

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation?

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

⌘ Click on the bookmark for the site's Home page.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative.

You can scroll if you want to, but don't click on anything yet.

⌘ Allow this to continue for three or four minutes, at most.

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

⌘ Hand the participant the first scenario, and read it aloud.

↻ Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.

↻ Repeat for each task or until time runs out.

Thanks, that was very helpful.

If you'll excuse me for a minute, I'm just going to see if the people on the team have any follow-up questions they'd like me to ask you.

↻ Call the observation room to see if the observers have any questions.

↻ Ask the observers' question, then probe anything you want to follow up on.

Do you have any questions for me, now that we're done?

↻ Give them their incentive

↻ Stop the screen recorder and save the file.

↻ Thank them and escort them out.

SurveyMonkey Responses, text version

#1

COMPLETE

- Collector: Web Link 1 (Web Link)
- Started: Thursday, November 19, 2015 10:41:49 AM
- Last Modified: Thursday, November 19, 2015 10:42:40 AM
- Time Spent: 00:00:51
- IP Address: 147.153.244.118

PAGE 1: User Experience Research

Q1: After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Very likely

Q2: How engaging is the design of the website?

- Extremely engaging

Q3: Does the website appear easy to navigate?

- Extremely easy

Q4: What improvements would you make to the design of the website?

Respondent skipped this question

Q5: How well does the website communicate Climate Reality Project's mission?

- Extremely well
- Why? Several areas of reiteration on what you can do to get involved and what needs to be done.

Q6: How likely is it that you would recommend this website to a friend or colleague?

- 7 (Passive)

#2

COMPLETE

- Collector: Web Link 1 (Web Link)

- Started: Thursday, November 19, 2015 11:44:07 AM
- Last Modified: Thursday, November 19, 2015 11:45:59 AM
- Time Spent: 00:01:52
- IP Address: 147.153.244.118

PAGE 1: User Experience Research

Q1: After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Moderately likely

Q2: How engaging is the design of the website?

- Extremely engaging

Q3: Does the website appear easy to navigate?

- Very easy

Q4: What improvements would you make to the design of the website?

Return to top button would be nice to minimize scrolling

Q5: How well does the website communicate Climate Reality Project's mission?

- Extremely well
- Why? Lots of videos and line drawings are engaging and informative. The data isn't too overwhelming and is easy to digest. Lots of ways to share pages and videos to spread the word.

Q6: How likely is it that you would recommend this website to a friend or colleague?

- 6 (Detractor)

#3

COMPLETE

- Collector: Web Link 1 (Web Link)
- Started: Thursday, November 19, 2015 12:19:35 PM
- Last Modified: Thursday, November 19, 2015 12:24:26 PM
- Time Spent: 00:04:50
- IP Address: 147.153.244.118

PAGE 1: User Experience Research

Q1: After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Sort of likely

Q2: How engaging is the design of the website?

- Very engaging

Q3: Does the website appear easy to navigate?

- Sort of easy

Q4: What improvements would you make to the design of the website?

I didn't like that the pop quiz questions would disappear on rollover, I would remove the rollover. I also didn't like the vague "What I love" very unclear title, I would consider renaming that title.

Q5: How well does the website communicate Climate Reality Project's mission?

- Very well
- Why? I understood that they are wanting to push for our world leaders to take climate change seriously. I'm still unclear on if I was signing a petition or just being added to a newsletter and email cache. They did a good job of making clear that scientist agree that climate change is happening.

Q6: How likely is it that you would recommend this website to a friend or colleague?

- 7 (Passive)

#4

COMPLETE

- Collector: Web Link 1 (Web Link)
- Started: Thursday, November 19, 2015 1:08:11 PM
- Last Modified: Thursday, November 19, 2015 1:10:28 PM
- Time Spent: 00:02:16
- IP Address: 147.153.244.118

PAGE 1: User Experience Research

Q1: After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Moderately likely

Q2: How engaging is the design of the website?

- Very engaging

Q3: Does the website appear easy to navigate?

- Moderately easy

Q4: What improvements would you make to the design of the website?

I would make it so not all content switch's when you mouse over it.

Q5: How well does the website communicate Climate Reality Project's mission?

- Very well
- Why? There is a mission statement tab right under the menu as you click it. One of the first ones down the menu.

Q6: How likely is it that you would recommend this website to a friend or colleague?

- 7 (Passive)

#5

COMPLETE

- **Collector:** Web Link 1 (Web Link)
- **Started:** Thursday, November 19, 2015 1:49:19 PM
- **Last Modified:** Thursday, November 19, 2015 1:51:26 PM
- **Time Spent:** 00:02:07
- **IP Address:** 147.153.244.118

PAGE 1: User Experience Research

Q1: After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Slightly likely

Q2: How engaging is the design of the website?

- Moderately engaging

Q3: Does the website appear easy to navigate?

- Moderately easy

Q4: What improvements would you make to the design of the website?

Having borders and less flashing tabs and slides. The hover feature is a bit hectic when trying to read the information and the image switches.

Q5: How well does the website communicate Climate Reality Project's mission?

- Extremely well
- **Why?**A lot of content and information in provided.

Q6: How likely is it that you would recommend this website to a friend or colleague?

- 7 (Passive)

The following are aggregates of all respondents. Looks like I have to make screenshots because the graphs are not showing up in copy/paste. (costs \$25/month to export the data to a spreadsheet)

After reviewing the Climate Reality Project website, how likely are you to explore the website?

- Answered: 5
- Skipped: 0

Extremely
likely
Very likely
Moderately
likely
Sort of likely
Slightly likely
Not at all
likely

0%10%20%30%40%50%60%70%80%90%100%

Answer Choices—	Responses—
— Extremely likely	0.00% 0
— Very likely	20.00% 1
— Moderately likely	40.00% 2
— Sort of likely	20.00% 1
— Slightly likely	20.00% 1
— Not at all likely	0.00% 0

Total	5
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How engaging is the design of the website?

- Answered: 5
- Skipped: 0

Extremely
engaging
Very engaging
Moderately
engaging
Sort of
engaging
Slightly
engaging
Not at all
engaging

0%10%20%30%40%50%60%70%80%90%100%	
Answer Choices—	Responses—
— Extremely engaging	40.00% 2
— Very engaging	40.00% 2
— Moderately engaging	20.00% 1
— Sort of engaging	0.00% 0
— Slightly engaging	0.00% 0
— Not at all engaging	0.00% 0
Total	5

Does the website appear easy to navigate?

- Answered: 5
- Skipped: 0

Extremely easyVery easyModerately easySort of easySlightly easyNot at all easy

0%10%20%30%40%50%60%70%80%90%100%

Answer Choices—	Responses—
— Extremely easy	20.00% 1
— Very easy	20.00% 1
— Moderately easy	40.00% 2
— Sort of easy	20.00% 1
— Slightly easy	0.00% 0
— Not at all easy	0.00% 0
Total	5

What improvements would you make to the design of the website?

- Answered: 4
- Skipped: 1

Responses (4) **C Text Analysis** **z My Categories**

Upgrade [Learn more »](#)

?

s

Categorize as... **Filter by Category**

Showing 4 responses

Having borders and less flashing tabs and slides. The hover feature is a bit hectic when trying to read the information and the image switches.

11/19/2015 1:51 PM [View respondent's answers](#)
I would make it so not all content switch's when you mouse over it.

11/19/2015 1:10 PM [View respondent's answers](#)
I didn't like that the pop quiz questions would disappear on rollover, I would remove the rollover. I also didn't like the vague "What I love" very unclear title, I would consider renaming that title.

11/19/2015 12:24 PM [View respondent's answers](#)
Return to top button would be nice to minimize scrolling

11/19/2015 11:46 AM [View respondent's answers](#)

How well does the website communicate Climate Reality Project's mission?

- Answered: 5
- Skipped: 0

Extremely wellVery wellModerately wellSort of wellSlightly wellNot at all well
0%10%20%30%40%50%60%70%80%90%100%

Answer Choices—	Responses—
— Extremely well	60.00% 3
— Very well	40.00% 2
— Moderately well	0.00% 0
— Sort of well	0.00% 0
— Slightly well	0.00% 0
— Not at all well	0.00% 0
Total	5
Comments (5)	

How likely is it that you would recommend this website to a friend or colleague?

Your Net Promoter® Score

0-5050-100100

-20

NPS

Answered: 5 Skipped: 0

SurveyMonkey Global Benchmark

0-5050-100100

30

NPS

Average from 56,578 Organizations

10/1/2014 - 9/30/2015

Your score is in the bottom 25%

Minimum ?	Lower Quartile ?	Median ?	Upper Quartile ?	Maximum ?
-100	0	39.02	66.67	100

Distribution of Responses

	Detractors (0-6)	Passives (7-8)	Promoters (9-10)
Your Responses	20.00% 1	80.00% 4	0 0
SurveyMonkey Global Benchmark	22.20%	25.12%	52.68%