Facilitator Guide for Usability Evaluation of Three Treasures Wellness

Participant: _____ Facilitator: _____ Notetaker:_____ Date: _____

Hello, my name is Emily/Amy and my job is to conduct research on the user satisfaction with the Three Treasures Wellness website, which is the website for a local acupuncturist. Thank you for your time today. Your feedback and thoughts today will help us improve the website and provide inspiration for future design considerations.

Before we begin, I have these two forms. The first is a demographic questionnaire and the second is a consent form. We do not share this information outside of the research team.

Now that we're done with those, I have some guidelines for the session:

1. We're interested in your honest feedback. We did not design these pages, so you cannot hurt my feelings. Tell us honestly how you feel about the pages.
2. Like I said before, we will not share your comments or information outside of the research team.
3. While you are working through the tasks, please talk about what you're doing and why! This helps me understand your thought process.
4. This is a prototype and you cannot break anything. Not everything is prototyped out, so if you click on something and it doesn't work, tell me what you would expect to happen.

We will have 2 scenarios today. You can stop at any time. Do you have any questions before we begin?

Scenario 1: Testimonials Page
Task 1A: Prototype A

You are interested in starting up acupuncture treatments and your friend recommended Three Treasures Wellness. You want to look up what other clients are saying about the acupuncturist. You googled the page and landed here [Home page]. What would you do next?

What are your thoughts on how you found this page?

Would you change anything?

Metrics:
Participant was able to navigate to the testimonials page.
❏Yes
❏Yes w/ Facilitator assistance
❏No

Task 1B: Prototype A
Now that you have reached this page. You want to read the testimonials. Which person talked about carpal tunnel?

Metrics:
Participant was able to read the testimonials page.
❏Yes
❏Yes w/ Facilitator assistance
❏No

Let's take a moment and look at this page.
What do you think of this page?

What are your thoughts on how the information is presented?

Is there anything that you would change?

Switch to Prototype B Now we're going to change to a different prototype because sometimes we have two design ideas in mind, but we're not sure which one we want to use. So we're going to do the exact same thing we just did, but with a different prototype. **Task 1A: Prototype B**

You are interested in starting up acupuncture treatments and your friend recommended Three Treasures Wellness. You want to look up what other clients are saying about the acupuncturist. You googled the page and landed here [Home page]. What would you do next?
What are your thoughts on how you found this page?

Would you change anything?

Metrics:
Participant was able to navigate to the testimonials page.
   ❑Yes
   ❑Yes w/ Facilitator assistance
   ❑No

Task 1B: Prototype B
Now that you have reached this page. You want to read the testimonials. Which person talked about carpal tunnel?

Metrics:
Participant was able to read the testimonials page.
   ❑Yes
   ❑Yes w/ Facilitator assistance
   ❑No

Let's take a moment and look at this page.
What do you think of this page?

What are your thoughts on how the information is presented?

Is there anything that you would change?

Comparison

Now let's compare the two prototypes.

Which design do your prefer?

Is there anything that you would change?

Return to Home Page

Scenario 2: Blog Page

Task 2A: Prototype A

Now that you have viewed the testimonials, you would like to view some articles that the acupuncturist has written. From this page [Home page], how would you do that?

What are your thoughts on how you found this page?

Would you change anything?

Metrics:

Participant was able to navigate to the Blog page.

❏Yes

❏Yes w/ Facilitator assistance

❏No

Task 2B: Prototype A

You want to read an article on how acupuncture can help patients. Can you find it here?

Metrics:

Participant was able to find article.

❏Yes

❏Yes w/ Facilitator assistance

❏No

Switch to Prototype B Now we're going to change to a different prototype because sometimes we have two design ideas in mind, but we're not sure which one we want to use. So we're going to do the exact same thing we just did, but with a different prototype.

Scenario 2: Blog Page
Task 2A: Prototype B
Now that you have viewed the testimonials, you would like to view some articles that the acupuncturist has written. From this page [Home page], how would you do that?
What are your thoughts on how you found this page?

Would you change anything?

Metrics:
Participant was able to navigate to the Blog page.
   ❏Yes
   ❏Yes w/ Facilitator assistance
   ❏No

Task 2B: Prototype A
You want to read an article on how acupuncture can help patients. Can you find it here?
Metrics:
Participant was able to find article.

   ❏Yes
   ❏Yes w/ Facilitator assistance
   ❏No

Comparison
Now let's compare the two prototypes.
Which design do your prefer?
Is there anything that you would change?
End of Scenarios

Overall Thoughts

What did you like about the design of the Three Treasures Wellness Website?

What did you not like about the design of the Three Treasures Wellness Website?

What would you change?

Any other thoughts?