

## UX Design - Testing plan

### 1) Accessibility

This aspect will be carried out by an external independent partner, a social enterprise to be named soon, specialising in accessibility.

### 2) Readability

To test the readability of our new general pages we will look for:

- a) Reading speed and comfort, as well as comprehension (with recognition and recall)
- b) Clarity of nesting and subsections of elements
- c) Visibility of links within main article paragraph, without disruption of readers' flow. Are the links in the body text recognisable without dominating the text?
- d) Impact of new CTAs insets. Are they clear? Do users know what they are supposed to do next?
- e) Is it clear that the second column provides supporting or related information?

#### Method:

Usability testing scripted as one-to-one structured interview with 10 participants, alternating design routes and two different texts, plus a prototype to test calls to action (CTAs). A current live page alternates with a high-fidelity prototype in the first part, and a single prototype is used for the second part (CTAs). Think aloud methodology with recorded interactions in XD is to be used, alongside notetaking.

First five participants: Route A, text A + Route B, text B // CTAs

Second five participants: Route A, text B + Route B, text A // CTAs

### 3) Warmth

To look out for feelings of warmth, or others, which are associated with the new general pages, we will look for participant students':

- a) Self-reported subjective emotions
- b) Body language during interview
- c) Sentiments inferred by words used
- d) Emotive associations, uncovered through the use of comparisons

#### Methods:

Usability testing scripted as one-to-one structured interview with 10 participants, alternating design routes and two different texts, plus a prototype to test calls to action (CTAs). A current live page alternates with a high-fidelity prototype in the first part, and a single prototype is used for the second part (CTAs). Think aloud methodology with recorded interactions in XD is to be used, alongside notetaking.

First five participants: Route A, text A + Route B, text B // CTAs

Second five participants: Route A, text B + Route B, text A // CTAs

(This will be in the same session as when testing for readability)

#### Requirements:

- Information sheet for each participant
- Consent form, signed by each user
- Voucher gift or similar

#### User group:

- Student

### Identification

The findings of this research will inform future work. To help us with this we would like to anonymously identify different participants by the year and programme of study.

What is your year and programme of study?

### Route A (page as is) - TEXT A

[gold.ac.uk/careers/planning/continuing-your-studies/](http://gold.ac.uk/careers/planning/continuing-your-studies/)

1 – Read through this page until you feel you have a good understanding of the content. Let me know once you are happy for me to ask you a few questions. [The reference benchmark we have for this page is 3-4 minutes to read full page]

2 – Tell me, what are the questions you should ask yourself about continuing your studies?

3 – What can you tell me about the application process?

4 – Please rate the activities you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How confident are you that you completed the activities fully?

---

	Low							High
Confidence in the answers you gave	1	2	3	4	5	6	7	

---

5 – Can you think of 3-6 words to describe the page?

### Route B (prototype) - TEXT B

[gold.ac.uk/careers/volunteering/finding-roles/](http://gold.ac.uk/careers/volunteering/finding-roles/)

6 – Read through this page until you feel you have a good understanding of the content. Let me know once you are happy for me to ask you a few questions. [The reference benchmark we have for this page is 3 minutes to read full page]

7 – What are the things to look out for from volunteering opportunities?

8 – What help can you get from the Careers Service?

9 – Please rate the activities you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How confident are you that you completed the activities fully?

---

	Low						High
Confidence in the answers you gave	1	2	3	4	5	6	7

---

10 – Can you think of 3-6 words to describe the page?

**Comparison between both versions:**

11 – Do you have any thoughts about how the links within the text are displayed in the two versions?

12 – Do you have any preference between the two versions?

**Prototype**

**[gold.ac.uk/students/accommodation/problems/heating/](http://gold.ac.uk/students/accommodation/problems/heating/)**

13 – Imagine you live in Loring Hall and your heating has stopped working. Look at this page and tell me what you should do.

13a – Please rate the activity you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How easy or difficult was the activity, how satisfying it was for you to do, and how confident are you that you completed the activity fully?

Ease of use	Low 1	2	3	4	5	6	High 7
<hr/>							
Satisfaction	Low 1	2	3	4	5	6	High 7
<hr/>							
Confidence in the answer you gave	Low 1	2	3	4	5	6	High 7
<hr/>							

14 – If you lived in Chesterman House what would you do?

14a - Please rate the activity you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How easy or difficult was the activity, how satisfying it was for you to do, and how confident are you that you completed the activity fully?

Ease of use	Low 1	2	3	4	5	6	High 7
<hr/>							
Satisfaction	Low 1	2	3	4	5	6	High 7
<hr/>							
Confidence in the answer you gave	Low 1	2	3	4	5	6	High 7
<hr/>							

15 – Tell me what you think this area (the 2<sup>nd</sup> column) is doing on the page?

16 – Can you think of 3-6 words to describe the page?

17 – Thanks for your time today. Do you have any final comments on what I've shown you?

### Identification

The findings of this research will inform future work. To help us with this we would like to anonymously identify different participants by the year and programme of study.

What is your year and programme of study?

### Route B (prototype) - TEXT A

[gold.ac.uk/careers/planning/continuing-your-studies/](http://gold.ac.uk/careers/planning/continuing-your-studies/)

1 – Read through this page until you feel you have a good understanding of the content. Let me know once you are happy for me to ask you a few questions. [The reference benchmark we have for this page is 3-4 minutes to read full page]

2 – Tell me, what are the questions you should ask yourself about continuing your studies?

3 – What can you tell me about the application process?

4 – Please rate the activities you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How confident are you that you completed the activities fully?

---

	Low						High
Confidence in the answers you gave	1	2	3	4	5	6	7

---

5 – Can you think of 3-6 words to describe the page?

### Route B (page as is) - TEXT B

[gold.ac.uk/careers/volunteering/finding-roles/](http://gold.ac.uk/careers/volunteering/finding-roles/)

6 – Read through this page until you feel you have a good understanding of the content. Let me know once you are happy for me to ask you a few questions. [The reference benchmark we have for this page is 3 minutes to read full page]

7 – What are the things to look out for from volunteering opportunities?

8 – What help can you get from the Careers Service?

9 – Please rate the activities you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How confident are you that you completed the activities fully?

---

	Low						High
Confidence in the answers you gave	1	2	3	4	5	6	7

---

10 – Can you think of 3-6 words to describe the page?

**Comparison between both versions:**

11 – Do you have any thoughts about how the links within the text are displayed in the two versions?

12 – Do you have any preference between the two versions?

**Prototype**

**[gold.ac.uk/students/accommodation/problems/heating/](http://gold.ac.uk/students/accommodation/problems/heating/)**

13 - Imagine you live in Loring Hall and your heating has stopped working. Look at this page and tell me what you should do.

13a - Please rate the activity you just worked on based on a scale of 1 to 7, with 7 being the most positive answer. How easy or difficult was the activity, how satisfying it was for you to do, and how confident are you that you completed the activity fully?

Ease of use	Low 1	2	3	4	5	6	High 7
Satisfaction	Low 1	2	3	4	5	6	High 7
Confidence in the answer you gave	Low 1	2	3	4	5	6	High 7

14 – If you lived in Chesterman House what would you do?

14a – Please rate the activity you just worked on based on a scale of 1 to 7, with 7 being the most positive answer.

How easy or difficult was the activity, how satisfying it was for you to do, and how confident are you that you completed the activity fully?

Ease of use	Low 1	2	3	4	5	6	High 7
Satisfaction	Low 1	2	3	4	5	6	High 7
Confidence in the answer you gave	Low 1	2	3	4	5	6	High 7

15 – Tell me what you think this area (the 2<sup>nd</sup> column) is doing on the page?

16 – Can you think of 3-6 words to describe the page?

17 – Thanks for your time today. Do you have any final comments on what I've shown you?

### **Information sheet**

Title of Study: **UX Design improvements to gold.ac.uk – data collection**

We would like to invite you to take part in an exercise to improve the user experience (UX) design for gold.ac.uk. Before you decide whether you would like to take part it is important that you understand why the study is being done and what it would involve for you.

Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information.

#### **What is the purpose of the study?**

This exercise is part of a series of activities, which aim to improve gold.ac.uk's user experience by gathering data from participants to find out if our design proposals are easy to use, readable and what set of feelings they may evoke.

The study is aimed at gathering data on people's comprehension of content, and interaction with a set of webpages and prototypes. The results of this data will not be published, or used for any other purpose than internal discussions for UX design improvements to gold.ac.uk.

#### **Why have I been invited to participate?**

You have been invited to participate in this study because of the following inclusion criteria:

- Participants must be over the age of 18 years old
- Current Goldsmiths, University of London's student

#### **Do I have to take part?**

Participation in this study is entirely voluntary, and you can choose not to participate in part or all of the exercise. If you do decide to take part, you will be given this information sheet and will be asked to sign a consent form. If you decide to take part, you have the right to avoid answering questions which are felt to be too personal or intrusive and you are still free to withdraw at any time without giving a reason. Neither refusal to participate nor withdrawal will have any impact on marks or future studies, or on current or future employment, or on other potential benefits. If you withdraw, any data collected from you will not be used for the process of improving UX design for gold.ac.uk.

#### **What will happen if I take part?**

If you choose to take part in the study:

- You will be involved for the duration of the exercise which will take a maximum of 30 minutes
- You will have a one-off meeting/interaction with the facilitator
- The facilitator will conduct semi-structured interviews, make direct observations of your activities and record your interactions with a few web pages and prototypes (video, with no audio)
- The study will take place in a quiet place or meeting room

#### **What do I have to do?**

You are kindly asked to read a few webpages. When being interviewed, you will be asked to answer a series of questions, which will be recorded via note-taking. You will also be asked to perform a few

activities on a laptop, interacting with webpages and prototypes. We'll ask you to complete one activity at a time at your own pace. There are no right or wrong answers, and you are not being tested, instead, it is the design we are testing.

**What are the possible disadvantages and risks of taking part?**

There is no foreseeable risk of harm or possible side effects in taking part in the study.

**What are the possible benefits of taking part?**

Taking part in this study will help us improve gold.ac.uk's UX design. You will be contributing to shaping the design of the university's website.

**What will happen when the study stops?**

All the data collected will be analysed internally and used to inform design improvements. It will be disposed of on completion of the project. If for any reason the study is stopped before completion, the data will be stored securely by the researcher/facilitator. Should the study be halted permanently, the data will be destroyed.

**What information will be collected about me and what will happen to the information?**

We will use your email address solely for the purposes of paying you for your time in participating in the research.

As part of the research we will ask you for your year and programme of study so we can identify different groups within the research. Your name will not be held as part of the research.

We will take notes during the research session. These notes will be destroyed at the end of this piece of the work. This will be by the end of the Goldsmiths academic year, which is 21 June 2019.

Anonymised findings from this research work, which may include your year and programme of study, will be held by Goldsmiths for future development.

**What will happen to results of the research study?**

At the end of the study a report will be produced, outlining recommendations for improvements to the design of gold.ac.uk.

**Who is organising and commissioning the research?**

This is being organised and commissioned by the central Communications Department at Goldsmiths, University of London.

**What if there's a problem?**

If you have any problems, concerns or questions about your participation or about this study in general, you should ask to speak with Inês Rebelo, the researcher of this UX testing round (0207 919 5941, [i.rebelo@gold.ac.uk](mailto:i.rebelo@gold.ac.uk)). If you prefer, you can also contact the team at [communications@gold.ac.uk](mailto:communications@gold.ac.uk)

Thank you for taking the time to read this information sheet and for considering whether to take part in this study.

**Consent form**

Title of Study: **UX Design improvements to gold.ac.uk – data collection**

Please tick the appropriate boxes:

1.	<p>I confirm that I have had the project explained to me, and I have read the participant information sheet, which I may keep for my records.</p> <p>I understand this will involve:</p> <ul style="list-style-type: none"> <li>• being interviewed and my actions being observed by the facilitator</li> <li>• the making of a video recording (with no audio) of my interactions with a prototype, and a record of my answers and activities during a short period of time.</li> </ul>	
2.	<p>This information will be held and processed for the following purpose(s):</p> <ul style="list-style-type: none"> <li>• user experience improvements to general web pages in gold.ac.uk</li> </ul> <p>I understand that any information I provide is confidential, and that no information that could lead to the identification of any individual will be disclosed in any reports on the project, or to any other party. No identifiable personal data will be published.</p>	
3.	<p>I understand that my participation is voluntary, that I can choose not to participate in part or all of the exercise and that I can withdraw at any stage of the exercise without having to give a reason.</p>	
4.	<p>I agree to the recording and discussing of the information gathered from me. I understand that this information will be used only for the purpose(s) set out in this statement and my consent is conditional on Goldsmiths, University of London's complying with its duties and obligations under the General Data Protection Regulation.</p>	
6.	<p>I agree to take part in the above study.</p>	

\_\_\_\_\_  
Name of Participant

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Facilitator

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

[participant copy]

**Consent form**

Title of Study: **UX Design improvements to gold.ac.uk – data collection**

Please tick the appropriate boxes:

1.	<p>I confirm that I have had the project explained to me, and I have read the participant information sheet, which I may keep for my records.</p> <p>I understand this will involve:</p> <ul style="list-style-type: none"> <li>• being interviewed and my actions being observed by the facilitator</li> <li>• the making of a video recording (with no audio) of my interactions with a prototype, and a record of my answers and activities during a short period of time.</li> </ul>	
2.	<p>This information will be held and processed for the following purpose(s):</p> <ul style="list-style-type: none"> <li>• user experience improvements to general web pages in gold.ac.uk</li> </ul> <p>I understand that any information I provide is confidential, and that no information that could lead to the identification of any individual will be disclosed in any reports on the project, or to any other party. No identifiable personal data will be published.</p>	
3.	<p>I understand that my participation is voluntary, that I can choose not to participate in part or all of the exercise and that I can withdraw at any stage of the exercise without having to give a reason.</p>	
4.	<p>I agree to the recording and discussing of the information gathered from me. I understand that this information will be used only for the purpose(s) set out in this statement and my consent is conditional on Goldsmiths, University of London's complying with its duties and obligations under the General Data Protection Regulation.</p>	
6.	<p>I agree to take part in the above study.</p>	

\_\_\_\_\_  
Name of Participant

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Facilitator

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

[facilitator copy]