



# Digital Tattoo Project

## Focus Groups and Usability Testing: Planning Document

### Questions for Consideration

- What do we want to know?
- What is the difference between focus groups and usability testing?
- Who do we want to gather feedback from?
- What will we do with feedback once we get it?
- What are the questions/tasks we want to present?

#### What do we want to know?

- What are users' general impressions of the site interface?
- How are users navigating through the site?
- Are users interacting with the tutorial? In what ways? If not, why not?
- Content: Do users relate to the content? Are they learning something new? What's isn't there that they wanted to find?
- Is the site accessible?
- Others?

#### What is the difference between focus groups and usability testing?

##### Focus Groups:

Focus groups gather approximately 6-8 representatives of your target market together with a moderator and have them discuss their feelings, attitudes and ideas on topics. They attempt to gather many people's thoughts and attitudes on ideas and/or designs.

##### Usability Testing:

Usability testing involves using a 1-on-1 (1 person and 1 facilitator) interaction with a system or website. The facilitator runs through key tasks with the user and analyses how well they perform these tasks and how they find the whole experience. It focuses on the interaction between people and a website/system (finding how well people are able to do tasks and finding where and how designs can be improved).

### **Who do we want to gather feedback from?**

- Undergraduates (any program)
- Mature learners: U Vic?, TRU?
- Learner volunteer from the Access and Diversity office
- Faculty: (with a focus on embed, re-use tools)
- Others?

Note: UBC-V has an accessibility lab which might be useful for some usability testing. We have easy access to student groups for focus groups.

What resources do we have that we can use?

What do partners need from the project team in order to facilitate this work?

### **What will we do with feedback once we get it?**

- Identify usability problems and prioritize for attention
- Identify future project directions
- Determine user satisfaction
- Determine immediate learning outcomes for users

### **What are the questions/tasks we want to present?**

How do we want to gather these?

- Contribute to the shared whiteboard (wiki) on Basecamp?  
<https://123.writeboard.com/8b1d67c5b62f9d95e> (you'll need to be logged in to Basecamp to see it). Here are some of the questions/tasks proposed so far:

Questions for Focus Groups:

#### **Target Group1: Random sample – student focus group.**

Requirements: laptops or guided exploration of website during focus group.

1. If you click on a menu item titled (Protect/Connect/Learn/Work/Publish) what information re: digital identity are you looking to/expecting to find there?
  - a. Now look at the site. Is the information/topics you expect to find there?
  - b. If not, what is missing?
2. Look at the following tutorial page. (Choose one to view).
  - a. Did you learn anything new?
  - b. Did the key questions help you to think about the issues presented?



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- c. Does the information on the page adequately address the key questions?
  
3. Consider the amount and style of the content presented.
  - a. Is there too little information?
  - b. Is there too much?
  - c. Is it too simplistic?
  - d. Is it too complex? (i.e. jargon I don't understand)
4. Based on viewing this page are you interested in seeing more pages on this site?
5. Would you recommend this site to anyone else?
  - a. If yes, who?
  - b. If no, why not?
6. Do you find the Digital Tattoo site visually appealing?
  - a. If yes, why
  - b. If not, why not?

**Target Group 2: Faculty who may use DT content/presentations for their teaching** (i.e. Education, Journalism, Writing Centre, Commons, Business...)

1. What is your vision for what content a website about managing one's online presence called Digital Tattoo should include?
2. Do you feel the content on this site is relevant for your students?
  - \* If no, explain why not.
3. Do you feel the content on this site is at an appropriate level for your students?
  - \* If no, explain why not.
4. View the share options. Would you make use of any of these?
  - \* If yes which ones and for what purpose(s)?
  - \* If no, why not?
5. Would you consider adding this as a "Recommended Reading" resource on your syllabus for any of your courses with topically related curriculum?
6. Do you find the Digital Tattoo site visually appealing?
  - \* If yes, why
  - \* If not, why not?

**Target Group 3: Faculty at partner institutions (i.e. Uvic, TRU)**

1. What is your vision for what this site should do?
2. What is your vision for what content a website about managing one's online presence called Digital Tattoo should include?
3. View the share options. Would you make use of any of these?
  - \* If yes which ones and for what purpose(s)?

- \* If no, why not?
- 4. Do you feel the content on this site is relevant for your students?
  - \* If no, explain why not.
- 5. Do you feel the content on this site is at an appropriate level for your users?
  - \* If no, explain why not.
- 6. Tell us which groups at your institution would be most likely to make use of the site.
- 7. Do you find the Digital Tattoo site visually appealing?
  - \*If yes, why
  - \*If not, why not?

Tasks for Usability Testing:

**Measuring Site Performance: Example questions related to site navigation.**

Seeks to Determine:

- Can a visitor(experienced/new) with a specific info need find desired info on the DT site?
- Can a visitor(experienced/new) with a specific need use info on the DT site to accomplish that goal?

1. Find information on \_\_\_\_\_.
2. Go to \_\_\_\_\_ now return to \_\_\_\_\_.
3. Find information on the DT site about how to adjust the privacy settings on your Facebook account. (Follow the instructions on the page to perform the task). Explain why this may be useful to you.
4. Find information using the DT site about how to adjust the cookie settings on your browser. (Follow the instructions on the page to perform the task). Explain why this may be useful to you.
5. Using information on the DT site determine what kind of copyright license is being used for the Digital Tattoo web site.
6. Using information found on the DT site, create a proper citation for the Digital Tattoo web page you currently have open in APA style.

**Measuring Site Preference: Observations/Questions related to user preferences:**

Seeks to determine:

- Is the content in line with users expectations/needs?
- Are users motivated/interested in accessing all parts of DT content?



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- Would creating a “Ways to Use this Site” or “Top 10 Things to Do” page be a useful addition to the home page?
- Do users make use of/look at the Useful Resources?
- After browsing the Menu/Topics, which ones are users most likely to click on and read? Ask why? (i.e. curious/catchy title-marketing vs. info sought on given topic is findable?)
- For a website about managing one’s digital identity, if you click on a menu item titled (Protect/Connect/Learn/Work/Publish) what information re: digital identity are you looking to/expecting to find there? Task = Go look at site. Is it there?
- Imagine you are a \_\_\_\_\_ and have created the following (i.e. research, article, review, photo). Visit DT publish & determine where/how you would choose to publish and why?
- Do users make use of any/all interactive tools? (i.e. self-assessments, polls, comments...)