

Consent Form:

The researcher (your name here) is conducting a usability study to evaluate the design of the NC Health Department Covid-19 Vaccine Website. The results will be used to help improve the site design.

Procedures:

As a subject you will be asked to:

1. Fill out a pre-experiment questionnaire.
2. Be observed as you spend a specified amount of time viewing the presentation.
3. Complete a series of tasks on the site.
4. Complete post-experiment questions.

Confidentiality:

Participation in this usability study is voluntary. All information will remain strictly confidential. The descriptions and findings may be used to compile a report about the site's effectiveness. However, at no time will your name or any other identification be used. You are at liberty to withdraw your consent to the experiment and discontinue participation at any time without prejudice. If you have any questions after today, please contact put your name, number and e-mail here.

I have read and understood the information on this form and had all of my questions answered

Participant's signature

Date

Usability tester

Date

Test 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 Website that we’re working on so we can see whether information is clear and accessible. The session should take about 30 minutes to an 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 as much as possible to try to think out loud: 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 them. 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 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

Pre-experiment questions for a usability test

Age: _____

Gender (check one, if other please specify): M___ F___ Other: _____

Race (circle one):

White

Black, African-American

American Indian

Hispanic

Asian or Pacific Islander

Other: _____

What is your occupation?

___ Student _____

Highest level of education completed (circle one):

High school

Some college

Bachelors

Masters Degree

Doctorate

Is english your first language? (check one): Yes___ No___

On average, how many hours do you spend on the Internet each day (circle one):

None 1-3 3-6 6-9 9-15

Which device do you use more often to access the internet?

PC mobile

What type of Internet access do you have? (circle one)

Dial up Broadband/Cable DSL Don't Know

On a scale of 1-5, with 1 being never, and 5 being at least once a day, how often do you use the internet to get information? (circle one)

1 2 3 4 5

On a scale of 1-5 (with 1 being no experience, and 5 being expert) please rate your skill with:

Computers in general: 1 2 3 4 5

The Internet: 1 2 3 4 5

Reading news online: 1 2 3 4 5

Online Shopping: 1 2 3 4 5

Watching Videos Online: 1 2 3 4 5

Blogging: 1 2 3 4 5

On a scale of 1-5 (with 1 being no awareness, and 5 being extremely aware) please rate how well you stay up to date with Covid news:

1 2 3 4 5

Are you already aware which vaccination group you fall under according to North Carolina's guidelines?

Yes___ No___

Which group do you believe you fall under? (please circle one)

1 2 3 4 5 (N/A)

Free Observation Checklist

I'm going to pull up a website about N.C. Covid-19 Vaccine. Pretend you are an essential worker in North Carolina, and peruse the site as you normally would. What do you notice and what stands out to you? Feel free to navigate throughout the site, and I will let you know when the time is up. (5 minutes).

1. How long does the user spend on the home page before clicking on anything?
2. What does the user click on first? How much time did they spend here?
3. Did the user hover over or click on any particular social media element on the home page?
4. Approximately how many different pages did the user navigate to?
5. What was the average amount of time spent on each article/page of the site?

Page:	Time spent:
Home page	
About Covid-19	
Vaccines	
Dashboard	
Information	
Guidance	
Slow the spread	

6. How did the user navigate the site?

Type of Navigation:	Number of times used:
Links within articles	
FAQ Sheet Links (colorful buttons)	
Menu	

7. Did the user ever navigate out of the site?

8. Did the user ever try clicking on something that was not a link? If so, what?

9. How long does it take for the user to find the survey? Do they skip over the pop-up?

Usability Tasks

Now that you have become acquainted with the site, I am going to ask you to complete a few tasks. Remember that this is an assessment of the site, not your ability to complete the tasks successfully. Complete the tasks however you would in a normal setting, keeping in mind that you are “an essential worker in North Carolina.” Please share your thoughts aloud as you navigate the website and walk me through your process.

For tester: Allow a maximum of 2 minutes to complete each task.

- 1. You work in an assisted living facility, please find your vaccine group.**
- 2. English is not your first language, please change the website to your first language and find your vaccine group.**
- 3. Find out if the vaccine can give you Covid.**
- 4. Discover how much the vaccine will cost using the website and its links.**
- 5. Find out what you should do after you take the vaccine.**
- 6. Find out when your group will be vaccinated, in this instance you are an essential worker working in a grocery store.**
- 7. Find an infographic discussing the vaccine, your vaccine group, and what the vaccine might entail. Download the infographic.**

Post-Experiment Questionnaire

Rate your overall impression about the following elements.

(Circle one: 1- poor , 3 -neutral, 5- excellent)

Site components

Information Available

Not readable 1 2 3 4 5 Clear

Photos

Dull 1 2 3 4 5 Lively

Video

Not interesting N/A 1 2 3 4 5 Interesting

Interface

Unorganized 1 2 3 4 5 Well-organized

Navigational controls

Weak 1 2 3 4 5 Strong

Overall impression

Negative 1 2 3 4 5 Positive

Engagement of the site

Negative 1 2 3 4 5 Positive

Post-Experiment Discussion Questions for a Usability Test

What was your favorite feature of the site and why?

What was your least favorite feature of the site and why?

What was the most useful feature of the site and why?

What part was most difficult to navigate and why?

What part was easiest to navigate and why?

Did you find the information easily? Why or why not?

Do you find the site engaging? Why or why not?