

Moderator Template Guide

ACME, Inc. December, 2012

Intro & Setup (3 min)

Greeting

Hi, I'm Stephanie from **ACME** calling in regards to the survey you filled out. Do you still have time now to participate in a 60 minute phone interview? Are you able to use your web browser and your phone at the same time? Great! One thing about the call today, is that we're going to ask you to join an online meeting so we can follow along with your screen movements, just for the duration of this interview. Is that okay?

Overview and Permission to record

Before we get started I would like to tell you a little bit about what we are doing today. We're collecting feedback on the experience of **acme.com**. Basically, I'll ask you some questions while you look at the website. This will take about 45-60 minutes. With your permission, I'll record the session, only for use in this study. Is that OK?

Participant Setup

Do you have your web browser handy? Okay when you're ready I'm going to read you a short URL to type in your browser so we can get started, but do not type .com at the end. That's the only thing you have to remember. Let me know when you're ready? Great, it's just gotomeeting.com . So that's g-o-t-o-m-e-e-t-i-n-g, dot com.

When that loads you should see a few pink buttons. Go ahead and click on the first (button), that says GoToMeeting. It's going to install a small plug-in in your browser to coordinate our session today. That'll take a minute, so just tell me when it's done.

After that, you can just enter your first name into the guest box - we don't need your email.

So I can now see that you've successfully joined the meeting. Do you have mic and speakers on your machine? (It's okay if you don't, we can still do the study) Now I'd like to check the audio -- if you haven't done so yet, on the GoToMeeting Control Panel, please check the button for 'Use mic & speakers,' under 'Audio.' Can you hear me okay? Now we can hang up the phone -- the rest of the meeting will take place through the computer.

Great! Next I'm going to make you a presenter. You'll see the prompt coming your way and you'll see a button appear that says Share My Screen.

Before you click that, if there's anything that you'd like to move around or hide because it's confidential, go ahead and do that first. Whenever you're ready to share everything that's on your screen, let me know.

Great, now I see your screen on my end! Be sure not to close this window, as it will end the screen sharing session.

Free to speak your mind.

Your job is really easy. You just have to be yourself and act as you naturally would. I did not design these websites, I'm just collecting feedback. As you interact with the site, please be honest with your positive and negative thoughts. Nothing you say will hurt my feelings.

Transition to Background Questions

First, I'd like to ask you a few quick background questions.

Background Questions & Passionate Task Setup (8-10 min)

(These questions are interchangeable and should be relevant to whichever site or app you are testing)

1. So tell me about yourself, and about the program you're in and the kind of workload you're dealing with right now
2. How much reading do you have to do?
3. Do your professors assign course readers, textbook reading?
4. What is your favorite kind of reading to do? Why?
5. Can you describe to me your setup when you're doing this reading? Are you on-the-go, on your couch, in the library with headphones, in-class?
6. What kinds of things do you read on your phone or tablet or computer apart from emails? Like books, news, etc.
7. How does this compare to the experience of reading an actual newspaper or book?
8. Have you ever read a course reader on the computer or on a tablet? Can you tell me about that experience?
9. What was the best and worst part of that experience? What did you hope for?

Explanation of Moderator and Participant Roles (2 min)

There's one thing that I would like you to do differently. Please "think aloud" today. For example, if you are reading something read it out loud and feel free to say anything that comes to your mind as you read - for example "that's interesting" or "what in the world are they talking about?" Also, talk out loud while you're doing a task, so I can understand what you are thinking and doing. (e.g.: "Now I'm going to try to use ...") And, if you get to a point where you would naturally stop working, let me know.

I'll let you decide your task is complete, whether you find what you are looking for or not. Just tell me when you're finished. Do you have any questions before we continue?

Okay, let's go to the the site now.

Test login:

Passionate & Predetermined Tasks (25-30 minutes)

Goals of the Passionate Tasks:

- *As participants interact with different 'blocks' of functions, are there unmet needs--tools or features that are not there should be?*
 - *Are there any areas of the early beta that don't flow well?*
1. **General Feel & Navigation** - Describe to me the general feel of the site. Do you like it? Does it make you want to read the course reader? Why/why not? What is it like turning pages? Did you notice the Table of Contents? How would you like to see it here? (Do they notice the magic back button?)
 2. **Pen** - Tell me what you think about the pen tool. What do you notice or want to do with it? How easy is it to use?
 3. **Highlighting** - What about the highlighter? Do you feel the need to customize it? How will this help you? What is this experience like? Would you like to leave a comment?
 4. **Search** - Show me something you might search for within your Coursepack. How do you want to do this? How easy is this to do? Is there anything else you'd like to do related to search?
 5. Let's brainstorm for a minute here. How can you imagine this integrating with the **social media** tools you use? What would you like about that capability?
 6. Would you like there to be an **offline experience** available to you? What capability should that entail?

Wrap-Up (5 minutes)

1. Of all the things we looked at today, which one did you like the best?
2. What would be the number one thing that could be done here to make it work better for you?
3. Looking back on your experience, are there any other ***wishes*** that you haven't yet shared? Are there any other features relating to any of the tools or navigation that you'd like but you haven't seen here?

Exit and de-activate GoToMeeting (1-3 minutes)

Well [participant name] that does it for us. Let me just verify the email address where you would like the \$75 Amazon Gift Certificate sent [verify email address]. That should arrive in your inbox in 30-60 minutes. That plug-in that we installed will be automatically un-installed after the session ends and it'll send you a little message saying that the session is over.

Email _____

Phone _____

I'm now going to remove you as presenter, so I won't be able to see your screen anymore. (Make yourself presenter)

Now, I'm going to dismiss you from the meeting which means we'll be disconnected from audio as well. Thanks so much for participating, and have a great day!