



Nationwide Usability Testing Research Plan and Discussion Guide

InQuira System

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Overview

Moderated usability testing will involve collecting user observations and improving the design based on the feedback. Subsequent rounds of testing will validate changes made to the Axure prototype.

Methodology

The UX team plans to conduct moderated, think-out-loud usability testing with both quantitative and qualitative tasks. All participants will complete several tasks in order to test and measure the design of the prototype and gather usability metrics.

A remote, moderated usability study will be used. Each participant session will last 45 – 60 minutes and will include a briefing, an interview, a task performance and a debriefing. A short survey will also be completed by every participant.

The equipment that will be used for this study is a Dell laptop. Microsoft Internet Explorer 11 will be used. Camtasia will be used to record the sessions.

Goals

- Understand if the proposed (browse) navigation enables the users to find information quickly
- Identify the most confusing, difficult or time intensive areas of the system and gather recommendations for improvement
- Offer design suggestions for improvement

Research Questions

- Do the users understand the new navigation and filters? Are they intuitive?
- Do they suggest any other ways to filter information?
- Can the users find information quickly? Is it organized logically?

Participants

- 6 – 8 participants in Columbus Ohio

Total #	8
	4 women
	4 men
Age	18+

Task Metrics

- Task Success
- Task Time
- Completion Rate
- Effectiveness (= # of tasks completed/# of tasks undertaken x 100%)
- Errors – Will be counted as:
 - Participants will be given 5 minutes to find the answer
 - Until the moderator feels they are not producing any value
 - Participant gets very frustrated
- Single Ease Question (SEQ)

Survey Metrics

- Ease of Use
- CSAT Customer Satisfaction Score
- Improvements

Schedule

The usability test will be conducted for Nationwide in December 2014. The test will be carried out on the InQuira prototype.

Discussion Guide

Introduction to Testing Session

Hi, (participant name). Thank you for your time. We will be testing the usability of this application and seeing if it works as it is intended. Before we begin, I will describe the session so there are no surprises.

This session should take about 45 minutes. If you need a break at any point please let me know. There are no right or wrong answers. We are testing the application, not you, so you don't have to worry about making mistakes. Also, please don't think that you are going to hurt our feelings. We are doing this to improve the application, so we need honest reactions.

I will begin by asking you a few questions as a warm up -- nothing too personal. If you don't want to answer a question, you don't have to. This will be quite short. Then I will give you a few activities to do on the application. We want to see the process of completing these activities so that we can adjust for the optimal usability of the application. Lastly, we will close the session with some final questions, remarks and a short recap.

As you use the application in this session, I'd like to ask you to think out loud as much as you can. Simply say what you're looking at, what you're trying to do and what you're thinking. If you have any questions, feel free to ask me. However, I may not be able to answer them right away, as we are interested in how participants go through the activities without someone giving any help.

This session will be recorded. The recordings will only be used to help us figure out how to improve the application. They won't be seen by anyone except the people working on this project. They also help me look back at the session, in case I missed any notes.

Do you have any questions before we start?

Opening Questions

Before we look at the application, I'd like to ask you a few simple questions.

1. What do you like doing in your spare time?
2. How many hours a week (just an estimate) do you spend using the internet per day?
3. What's the split between browsing, email and social media? A rough percentage.
4. What kind of websites do you visit?
5. Do you have any favorite websites?

Great, we're done with the questions. We can now start looking at the application.

Now we will be taking a short home page tour. Please don't click on anything yet.

1. What is your first impression?
2. What strikes you about the home page?
3. What can you do here?
4. Please look around and give a little narrative

Activity Scenarios

Thank you. Now you will be given three activities to complete by using the application. Before you begin an activity, please read the instructions out loud. Click on, read through or use anything on the application you think is useful for completing the activity. Please continue narrating what you are doing, feeling and seeing. Remember, there are no wrong answers.

Please read the first activity out loud.

Activity 1

A customer calls saying the towing company has not been paid. Where can she call to follow-up on the bill?

- Answer: Des Moines Claim Services, PLRM9816
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	User will find
Input	Search queries
Assumptions	User will find information
Steps – Scenario 1	<ol style="list-style-type: none"> 1. Services 2. Auto 3. Tow 4. Roadside Assistance Reimbursement Flow (PLRM9816)
Success criteria	Goal of the task is to land on the PLRM9816 page
Notes	

Activity 2

What is the state code for HI? What is the region code for MD?

- Answer: 52 for both - PLRM9485
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	Locate the correct PLMR
Input	Search queries
Assumptions	User will find information
Steps	<ol style="list-style-type: none"> 1. Reference 2. Region & State Codes
Success criteria	Region & State Codes
Notes	

Activity 3

Which department gets assigned to key replacement claims?

- Answer: firethft PLRM9803
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	Find the department name and PLRM #
Input	Search queries
Assumptions	User will find information
Steps	Path 1 1. PL FNOL 2. Auto 3. Unusual Scenarios 4. Key Replacement
	Path 2 1. Services 2. Auto 3. Tow 4. Key Replacement
Success criteria	Find Key Replacement info
Notes	

Activity 4

A customer calls asking for a mailing address to send her tow invoice to so she can get reimbursed. What is the address?

- Answer: PLRM9816 - Claims Services, One Nationwide Gateway, Dept 5585, Des Moines, IA 50391-5585
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	Find the address
Input	Search queries
Assumptions	User will find information
Steps	Path 1. Services 2. Auto 3. Tow 4. Roadside Assistance Reimbursement Workflow
Success criteria	Find the address
Notes	

Activity 5

What are the Harleysville personal property prefix codes?

- Answer: PLRM9411 - Policy Number Formats all products: HO 123456; HOBC 54321; DP 987654
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	Find the codes
Input	Search queries
Assumptions	User will find information
Steps	Path 1. Reference 2. Policy Prefixes 3. PLFNOL 4. Auto 5. FNOL 6. Policy Prefixes
Success criteria	Find the codes
Notes	

Activity 6

What is the Property Loss Cause code for Wind/Water Damage?

- Answer: PLRM9377 104
- Do you think there is anywhere else you might find that information?
- Allow the participant to continue until you feel it isn't producing any value or the participant gets very frustrated.
- Ask them to read the SEQ out loud.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

- Allow participant to stay on same page
- Ask the participant to read the next activity out loud

Goal	Find the PLRM #
Input	Search queries
Assumptions	User will find information
Steps	Path 1. CL & Specialty FNOL 2. CPS 3. Property Loss Cause
Success criteria	Find the PLRM #
Notes	

Closing Questions

I have some final questions and remarks for you about the testing session. Then we will do a short recap.

1. How did you feel about the activities?
2. What did you like about the application?
3. What didn't you like about the application?
4. Was it easy to find what you were looking for?
5. Were you expecting to see something that you did not?
6. How helpful was the navigation?
7. How helpful were the filters in the sidebar?
8. What did you think of the language used?
9. If you could change something on the application, what would you change?
10. Is there anything you would like to ask me about today's testing session?

- Ask participant to fill out survey.
- Stop the recording and save the file.

Thank you very much for your input today. You have helped us understand the usability of this application your answers and narrations during the activity scenarios. I appreciate your time.

Appendix

Survey Questions

1. How would you rate the ease of using this application?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy
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2. Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied
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3. Is there anything we can do to improve your experience with InQuira?

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