

Screener

Respondent Profile

For usability testing and the overall design layout of the new ubalt.edu website, our group will conduct interviews of University of Baltimore staff members who meet one of the following profiles:

Lifers – career: longevity; have worked in higher education for many years (10+ years); don't make career changes often; believes in longevity and has staying power; plans for retirement; is comfortable in their current work status; plans to remain in position until retirement; likes the consistent nature of their work

Nomads – career: migrant; relatively new to higher education (collective 2-6 years); makes career changes often; has participated in different work dynamics at multiple universities; plans for the next year only; seeks better employment, pay, rank, etc; has bigger plans for their future selves; can get bored with work that is consistent

Understanding the work dynamics of each participant will aid our group in determining how staff members will respond to the new UB website from each end of the spectrum. Most important, it will give us the opportunity to test the site with people who:

1. have been at UB for a while and know the everyday lingo used in their office and may not be as comfortable using the web
2. may be relatively new to UB and have preset expectations that comes from working at other institutions while being comfortable using the web

Our goal is to be able to test a range of individuals likely to use the website in search for information and services that coordinates with their general work routine at UB. The feedback we obtain from the respondents must have a direct correlation with their work duties. Therefore, it is important to task out scenarios that would involve regular use of the website.

All respondents should be current UB staff members, have internet access either in their home or at work, and have been a UB employee for at least 2 years. The demographic profiles of our participants are as follows:

- Caucasian female, Lifer
age: 35-50
in higher education for 10+ years

UB staff member

- Caucasian female, Nomad
age: 25-35
in higher education for 2-6 years
UB staff member
- Caucasian male, Liver
age: 35-50
in higher education for 10+ years
UB staff member
- Caucasian male, Nomad
age: 25-35
in higher education for 2-6 years
UB staff member
- Asian female, Lifer
age: 35-50
in higher education for 10+ years
UB staff member
- Asian female, Nomad
age: 25-35
in higher education for 2-6 years
UB staff member
- African American female, Lifer
age: 35-50
in higher education for 10+ years
UB staff member
- African American female, Nomad
age: 25-35
in higher education for 2-6 years
UB staff member
- African American male, Lifer
age: 35-50
in higher education for 10+ years
UB staff member
- African American male, Nomad
age: 25-35
in higher education for 2-6 years
UB staff member

To be eligible to participate in the usability study, the respondents would have to do one of the following:

- Fill out an online timesheet
- Check email through online browser
- Update content on departmental web page
- Check UB job listings
- Look for UB specific information

Test Schedule

Each test session will last about 1 hour:

Dates: April 3rd and 4th 1:00 pm on both days

Test Location

1420 N. Charles Street
AC 338 A
Baltimore, MD 21201
(410) 837-6153

Participant Incentives

Single-session participants: \$10 gift certificate to Starbucks

Screener

Hello, my name is _____, and I am calling about the New UB website on behalf of the school of Interaction Design and Information Architecture. Do you have a minute for me to discuss what we're doing? We're not selling anything. My class members and I are looking for UB staff members to test out the new design of the UB Internet website and would like to see if you might be able to participate

DO NOT RECRUIT PARTICIPANTS WITH HEAVY ACCENTS, SPEECH IMPAIRMENTS, OR DIFFICULTIES UNDERSTANDING OR SPEAKING ENGLISH

1. Gender (observed)

- Male CONTINUE
- Female CONTINUE

2. Do you or does anyone in your household work in advertising or public relations, in a computer field or graphic design?

- Yes TERMINATE

- No CONTINUE
3. Do you or does anyone in your household currently work, or have they ever worked at a web design agency or in the internet industry?
 Yes TERMINATE
 No CONTINUE
4. How long have you been an employee at UB?
 Less than 2 years TERMINATE
 Between 2-6 years CONTINUE
 Between 7-9 years TERMINATE
 More than 10 years CONTINUE
5. Have you participated in a marketing research focus group, an in-depth interview, or a usability test in the past six months?
 Yes TERMINATE
 No CONTINUE
6. Which of the following is your age group?
 Under 24 TERMINATE
 24-34 CONTINUE
 34-44 CONTINUE
 over 44 CONTINUE
7. What is your occupation?
RECRUIT A MIX FOR EACH ROUND OF TESTS.
8. Do you have Internet access at home or at work?
 Yes CONTINUE
 No TERMINATE
9. Of the following, what do you do most often through the UB website?
MUST MENTION AT LEAST 2 TASKS.
- ___ Fill out an online timesheet
 - ___ Check email through online browser
 - ___ Check UB job listings
 - ___ Look for UB specific information
 - ___ Update content on departmental web page

10. Which of the following statements describes how you feel about your career at UB?

- I have held the same job for several years and I consider myself to be happy and comfortable with my job LIFER
- I don't mind my current job, however, I do aspire to take on other responsibilities even if that means going to another university to achieve NOMAD
- I haven't been at UB long enough to decide what I want to do in the future TERMINATE

11. Which of the following best describes how you approach using the Internet?

- I mainly use the Internet only when I have to TERMINATE
- I use the Internet often at work for work related purposes and UB information LIFER
- I use the Internet all of the time for work and at home for personal purposes NOMAD

12. This last question is just for fun. If you were to win the Lottery this week, where would you travel, whom would you bring with you, and why?

THE ANSWER MUST BE CLEAR AND ARTICULATE.

EXPLAIN INCENTIVES (Single-session participants: \$10 GIFT CERTIFICATE)
SAY THAT THE TESTS WILL BE OBSERVED AND VIDEOTAPED.
GIVE LOCATION OF THE TEST AND DIRECTIONS