CL&D Interviews and Observation

Introduction

Hi, my name is <NAME>, I am a graduate student under the direction of Professor Tony Tang in the Faculty of Information, University of Toronto. For a course titled Information Architecture (INF2170), I am conducting a user research study for the purpose of improving visitor life/experience when using the Centre of Learning & Development's website.

Your participation in this interview is voluntary. If you choose not to participate or to withdraw from the interview at any time, there will be no penalty. During the research process your responses will be transcribed. Your name will not be recorded and all identifying information will be removed from the transcript, which will be kept and used solely for the purposes of a class assignment. If you have any questions concerning this, you may email me at <EMAIL>.

There are no right or wrong answers. Please remember that we are testing the website, not you. The goal of our interviews is to learn about your experiences. Please take your time in thinking and responding throughout our interview. Do you have any questions? If not, let's begin!

Stakeholder and User Interviews

1. What's your relationship with CL&D? [Identify; stakeholder vs. user vs. non-user]
   a. How long have you been involved with CL&D?
   b. How familiar are you with CL&D?
2. Have you been to or used their website before?
   a. If yes, how often do you use the website, and with what device? [Desktop, mobile]
   b. How about the Regent Park Collective website?
      i. Have you purchased something from their site? [Shopify usage]
   c. Have you ever donated to CL&D/Regent Park? [Donation mechanics]
      i. Did you have any difficulty, confusion, or concerns throughout this process? If so, could you describe that? [Security?]
3. What purposes do you usually use the site(s) for? [Main priorities]
4. Can you describe your last experience using the site?
   a. Ask questions about their experience; ask them to expand or "give us more detail"

Observation (User/Usability Tests)

Prompt 1: Imagine that you are new to Toronto. You are interested in improving your English reading and writing skills. Using the website, try to determine if CL&D can help you with this. Please describe your actions and think out loud.

Prompt 2: Imagine you want to find information (online) about how your donations to the Centre of Learning & Development would be used. How would you go about doing this? Please describe your actions and think out loud.

Prompt 3: Imagine you have been a client of CL&D for several months. You really like the services and programs, and you'd like to apply to volunteer for the organization. How would you go about doing this? Please describe your actions and think out loud.

Prompt 4: Imagine you want to find information about and join the Immigrant Women Integration Program (IWIP) on the Centre of Learning & Development website. How would you go about doing this? Please describe your actions and think out loud.

Post-Observation/Follow-Up Questions

5. How do you normally find/navigate to the website (e.g. Google, typing into the address bar, linked from elsewhere)? [SEO]. What kind of device do you use (mobile/desktop)? [If not the same as observed in Observation, ask why]
6. Is there anything you look for that is missing or hard to find?
7. What do you like about the website?
8. What are your thoughts on the design and layout?
9. Are there any ways in which the website isn't supporting your needs currently?