Think Aloud UX Plan: AAHA Website Redesign May 2022

Contents

AAHA.org usability testing plan highlights: 1

What is a think-aloud usability test? 1

Objectives: 1

Timeline: 2

Process overview: 2

Facilitator Instructions for the Zoom appointment: 2

Facilitator Do's and Don'ts: 3

Email to Potential Participants – guidelines 3

Email to Potential Participants – membership 4

Think-Aloud Questions 5

- Think-Aloud Goals 5
- Question Set 1 – AAHA Guidelines 5
- Question Set 2 – AAHA benefits 5

Think-Aloud Results 6

AAHA.org usability testing plan highlights:

Several sources will be used to get a 360° view of the website:

1. Staff interviews and survey
2. Board member interviews
3. Member interviews
4. Think-aloud usability interviews
5. Google Analytics data
6. Heat map data
7. Usability survey pop-ups on AAHA.org
8. Card sort exercise with draft AAHA.org information architecture (members and staff)

What is a think-aloud usability test?

"In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface." You must have representative users – and a sample size of around 5 – and record them moving through carefully selected specific tasks. [more info]

Objectives:

1. Gain insights by documenting disconnects between what a user is thinking and how they are interacting with the site

   a. Capture frustrations with navigating the site in order to carry out specific tasks: consider whether you want to join AAHA and figure out how to use a guideline. This can be a note like "took 15 clicks to get here" or "found it within 2-3 clicks", with other commentary (see below).
   b. Capture key verbatim comments (and note their feelings) from users around terminology they use for joining, accreditation, membership, various benefits, etc.
2. Use this UX data along with Google Analytics and other data to better inform a website redesign

Timeline:

1. Invitations to participate (week of 5/2 – Cathy)
2. Think-aloud sessions and post-session interviews (week of 5/9 – 5/18 – Contractor)
3. Data summary (week of 5/18 – Jane)

Process overview:

1. AAHA (Cathy) will email groups of 150 at a time from a list of members who have indicated they're willing to help us with research projects. We have 457 volunteers. Invitation will provide a 1-minute video and $25 Amazon incentive along with basic instructions and acknowledgement that the email recipient said they'd help us with research projects.
2. Email recipient will select a 30-minute appointment on Jane's calendar – suggest we use Calendly to specify specific times they can choose.
3. Jane creates Zoom link for that meeting and emails confirmation to the participant. Email will contain the Zoom link and brief instructions to further orient them to the task.
4. Jane conducts think-aloud with 10 people – 5 going through Guidelines, 5 going through membership – and records each session as well as takes notes as outlined below.
5. Jane will try to reschedule one time if a participant misses their interview time. If the participant misses the second window, Jane will let Cathy know so she can invite someone else.
6. Jane will let Cathy know who completed the session to send a $25 Amazon thank you digital gift card.
7. Cathy will send digital gift card with a thank you note.

Facilitator Instructions for the Zoom appointment:

1. Welcome the user and thank them. Introduce yourself and your role as it relates to AAHA. Ask if it is ok to record the session so that your colleagues can also view the sessions, for research purposes. Hit record (I've never had someone refuse).
2. Share this video with them even if they say they've already watched it (it's only 1 minute) – tell them this is exactly what you're looking for: "unfiltered commentary" as they complete up to 7 tasks https://www.youtube.com/watch?v=g34tOmyKaMM
3. Tell them something like "You're going to complete up to 7 tasks in the allotted 30 minutes and I am going to record, observe, and take notes about how you're feeling and the types of thoughts you're verbalizing. I'm not an expert on the site or its content so I cannot provide advice or guidance – but that's ok. In the real world, you'd be on your own, too!"

4. Emphasize: "there is no right or wrong here – we're NOT testing YOUR ability, we're testing the ability of the WEBSITE to get users like you to where they need to go to answer their questions."
5. Ask if they have any questions, if not, give them the first question and start taking notes.
6. Get through as many questions as you can without rushing them. *If the first 3 people finishing the question set only get to the first few questions, start with the next questions for the next few users.*
7. Thank them and stop recording. Ask if they have any follow-up questions; if not, thank them again and disconnect. Tell them you'll inform AAHA that they completed the session so that they can receive their Amazon gift card ($25).

Facilitator Do's and Don'ts:

As the facilitator it's important to not give advice or guidance on where to click or indicate a "right" or "wrong" answer – until they decide to quit if they haven't found the answer to the question (you can tell them then, just note where they gave up in the process). However, it they veer off course and do something else, like start talking about the design of the site instead of the task they are doing you may need to course-correct.

As a facilitator it's critical to:

- Ask them if they're using a screen reader or other accessibility tool. If so please note which one(s) and proceed.
- Constantly prompt them to think aloud – you'll likely have to give an example and likely have to repeat this – a lot! They should: tell us what you're doing, what you're looking for, decisions you are making, if they feel stuck or confused, if they have different language than what they're seeing on the website, etc. So it's not technically thoughts – it's a memory dump of what's going through their mind.
    - "Users are supposed to say things as soon as they come to mind rather than reflect on their experience and provide an edited commentary after the fact. However, most people want to appear smart, and thus there's a risk that they won't speak until they've thought through the situation in detail. Don't fall for this trap: it's essential to get the user's raw stream of thought. Typically, you have to prompt users to keep them talking."
- Record articulated thoughts (rationale for why they're clicking and scrolling) and feelings (how they feel when finding the answers – frustrated? Determined? Uninterested? Etc.)
- Record their specific language/vocabulary – just because we ask them to, for example, "find an AAHA guideline related to…." They may rephrase that in their heads to something like "where is the AAHA protocol for…." So record "protocol" and note that they substituted it for "guideline"

Email to Potential Participants – guidelines

[name], thank you for letting us know you are open to participating in additional research-related activities with us in your response to our recent membership survey.

We need your help again!

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Your feedback on AAHA's website will help veterinary professionals just like you get authoritative and trusted answers to their clinical questions quickly and efficiently.

We are working with a web usability specialist, Jane Pearson, a Vice President at .orgSource, a company helping AAHA with several mission-critical digital projects, to gather insights from members.

Jane is conducting several 30-minute Zoom sessions with members like you who will be asked to complete up to 7 tasks by using the AAHA website. Sessions will be recorded and will inform the redesign of the AAHA website.

During the session you'll simply articulate your thoughts as you navigate the site to complete the tasks.

It's super-simple – but requires a constant stream of thoughts from you. Here's a 1-minute video demo of a user doing this for another website.

As a thank you, you'll receive a $25 digital Amazon gift card after you have completed your 30-minute session.

If you can help us out between now and May 20, please click on the link below to book your session with Jane. If you have any questions, please don't hesitate to reach out to me!

Book 30-Minute Appointment Now

Warm regards,

Cathy Lada, D.Sc.
Director of Marketing

Link not working? https://calendly.com/jane-orgsource/30min

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Think-Aloud Questions

These questions were developed based on organizational and member goals. Guidelines questions were developed with the guidelines staff SME, Dr. Ingrid Taylor.

Think-Aloud Goals

1. AAHA guidelines questions are answered within 60 seconds
2. AAHA membership questions are answered within 15 seconds

Question Set 1 – AAHA Guidelines

1. What is the proper protocol for use of personal protective equipment as it relates to infection control? [Answer]
2. What are the current recommendations for vaccination of cats? [Answer]
3. Are there exemptions related to rabies vaccinations in dogs? [Answer]
4. What factors should be considered before administering anesthesia to an animal who is overly anxious or aggressive? [Answer]
5. What are the common insulin products used in dogs and cats? [Answer]
6. What are the Recommended maintenance fluid rates for dogs or cats? [Answer]
7. What are the proper steps in an environmental cleaning and disinfection? [Answer]

Question Set 2 – AAHA benefits

1. Does your practice have to become accredited to join AAHA? [Answer – no]
2. What are 3 specific benefits of joining AAHA? [Answer – anything in this section or here]
3. What are 2 specific benefits of joining AAHA as an accredited practice? [Answer or here]

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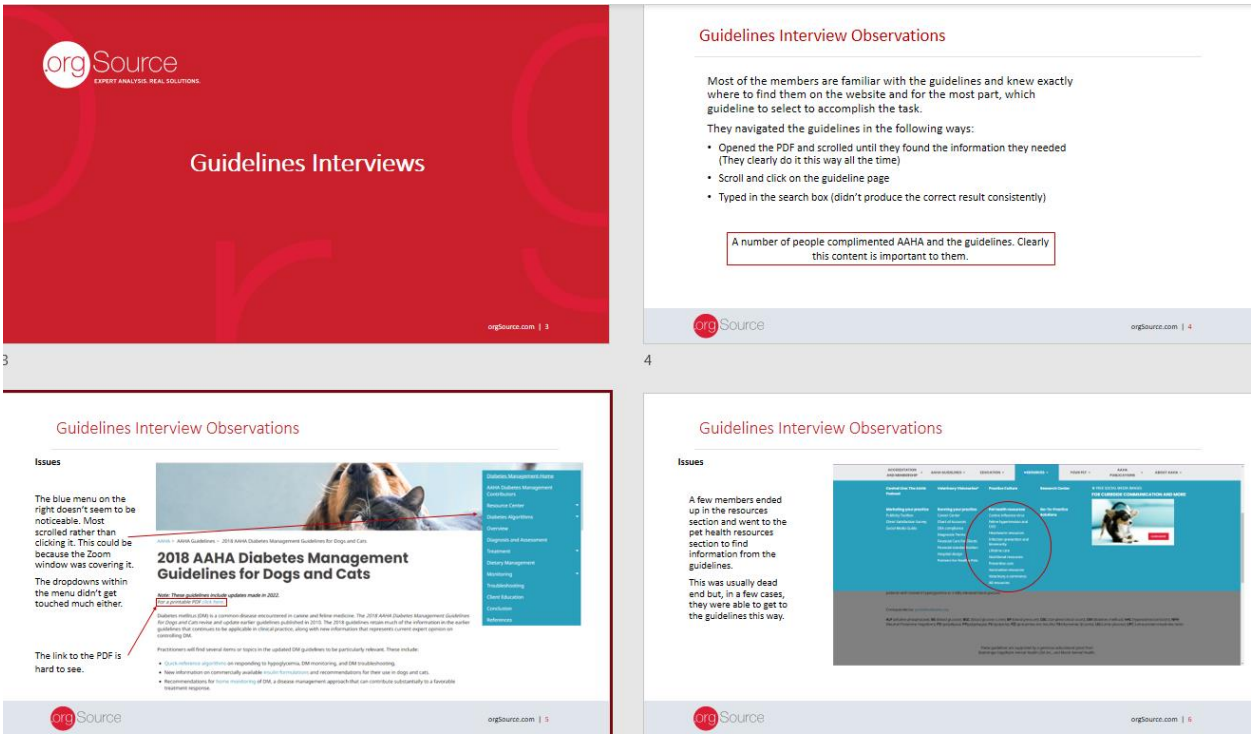
4. How many AAHA standards are mandatory for AAHA membership? [Answer under the 2nd question here]
5. What is the one thing you need to do in order to start the membership application for a veterinary practice? [Answer: become a pre-accredited member – complete the form here or here]
6. What two things must your practice agree to in order to pursue AAHA accreditation? [Answer: 2 prerequisites here or the items under accreditation on that page]

Think-Aloud Results



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Guidelines Interview Observations

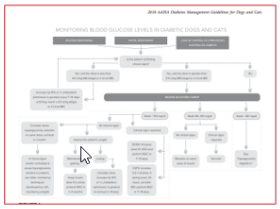
Issues

The interviewer noticed that the PDFs were inconsistently formatted and were not using best practices consistently.

Opportunities

There are many opportunities to create interactive graphics.

Make graphics within the guidelines easier to read.



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Member Benefits Interviews

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8

Member Benefit Interview Observations

While many of the members are familiar with the accreditation and membership process and knew where to go to find the information on the main menu.

After that, they became confused, and it often took a few tries before being able to complete a task.

- The section is difficult to navigate. Pages didn't always deliver on the expectation set by the name of the page (ex. Getting Started vs Your Journey Begins here).
- The conversation AAHA is trying to have with users about accreditation is confusing. We're need to describe both the path to membership and the path to certification in a clear and concise manner.
- A couple of pages have important graphics that are so far down the page people weren't seeing them.

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Member Benefit Interview Observations

Issues

- The getting started page doesn't outline the entire process.
- The user has to dig for information.
- The process for becoming accredited doesn't include an online option.

Related: The Myth campaign may introduce ideas that the user doesn't have. If they don't watch the video (a few landed on videos and immediately clicked away) they may come away with the thought that accreditation is expensive.

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orgSource | 10

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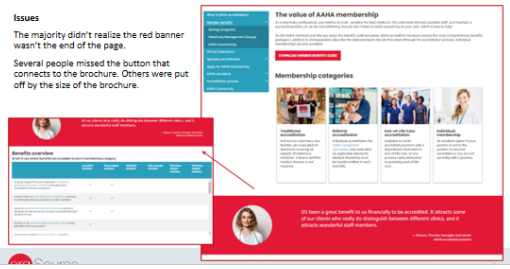
Member Benefit Interview Observations

Issues

The majority didn't realize the red banner wasn't the end of the page.

Several people missed the button that connects to the brochure. Others were put off by the size of the brochure.



orgSource

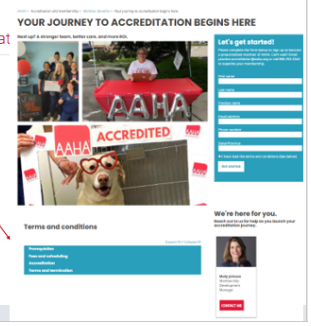
Member Benefit Interview Observat

Issues

This page looks like it ends after terms and conditions.

It is not obvious that the words in the blue box are clickable. Members didn't notice the "Expand All" option.

These two errors make this page seem almost information free.



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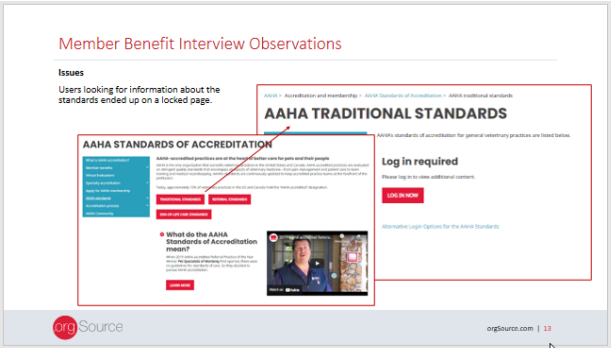

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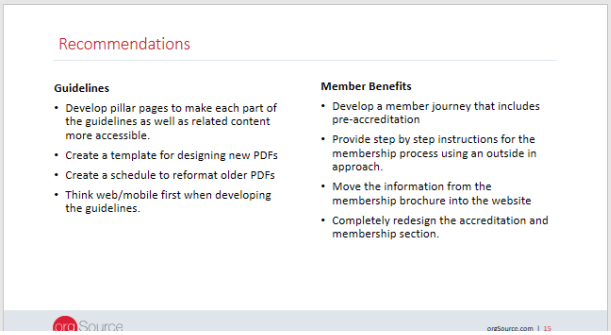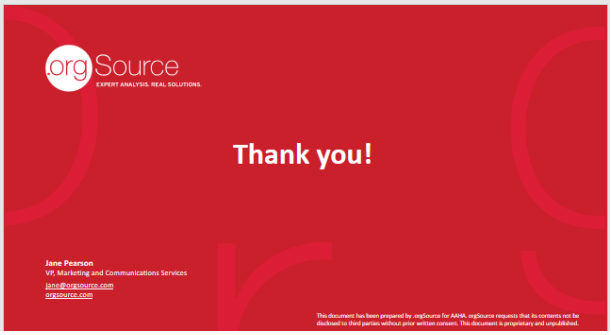
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