Facilitator Name:_____   Participant ID: _____

Moderator Guide
Museum Admission → Exhibition Admission

Intro

💬 Say: Hi, my name is [name]. Thank you for helping us out with a project for school. We are masters students in the Human Centered Design and Engineering program. We're working to improve the usability of the mobile Museum of Pop Culture (MoPOP) website, and focusing on ticket ordering. MoPOP is a museum dedicated to contemporary popular culture here in Seattle. Can you start by telling me about the last time you visited a museum? [wait for answer]

Today I am going to watch as you complete some tasks on the MoPOP website using a mobile device. At the end of the session, you'll have a ticket to visit MoPOP as a thanks for helping us out! The way this will work is I'll ask you a couple of pre-study questions and have you sign a consent form. Then, we'll get started with the task portion which should take about 20 minutes. After that, I'll ask you some questions about your experience and then you'll be on your way! Do you have any questions before we get started?

During the task portion I will ask you to navigate to a couple of web pages.

We will start with this short consent form. This just says that you agree to be part of our study today and to have us record the screen you are using. **You will be de-identified** and your name will not be associated with the results of this study. Let me know if you have any questions. [hand participant the consent form]

Ok, we are ready to get started. **As a reminder we are not testing you** . We are testing the website, so there are no wrong answers. It really helps us when you can tell us what you are thinking. **It is helpful if you can think out loud as you work through the tasks.** I'm going to read a task aloud, and you can follow along on your handout if you'd like. Once I'm done reading, please go ahead and complete the task on your phone, holding it under the camera. Any questions?

Facilitator Name:_____   Participant ID: _____

Pre-Test Questions

💬 Say: We will start with a few pre-test questions

💬 Do you work in the user experience field?

💬 Which city do you live in?
  ○ If they say Seattle, Say: How long have you been living in Seattle?

💬 What phone have you brought in today and is that the phone that you use regularly?

💬 What internet browser do you prefer to use on your phone? Please use this browser for the study today.

💬 On a scale of 1 to 5, where 1 is nothing at all, and 5 is very much, how would you rate your confidence/comfort using your mobile phone for purchasing tickets online?

(Not comfortable at all) 1   2   3   4   5   (very comfortable)

💬 Have you ever used your mobile phone to purchase a ticket for an attraction or event?

Important Notes

★ Remember to never tell the user how to complete a task, even if they were not able to complete it or completed it incorrectly.
★ *Start the video*

Task 1 - Purchase GA Ticket

Facilitator Name:_____   Participant ID: _____

💬 Say: I am on page 1 of your packet if you would like to follow along. Imagine you are visiting Seattle and have heard great things about MoPOP. You decide to visit the museum and purchase a ticket online beforehand. Use your mobile device to purchase a **museum admission ticket** to MoPOP through **MoPOP.org**. Please use the promo code listed on your handout when purchasing to get this ticket at no cost. You may choose any date you wish to visit and note that the ticket you receive will be valid for one week from the date you select.

Facilitator Questions

1. What did the participant do first?

2. How many times did the participant express confusion? [cross off a number each time]

   1   2   3   4   5   6   7   8   9   10

3. How many times does the participant click the back button? [cross off a number each time]

   1   2   3   4   5   6   7   8   9   10

4. List any roadblocks the participant runs into while purchasing the ticket:

✅ Task Completion

The task is complete if the participant successfully **purchases a ticket and receives a confirmation email.**

Did the participant complete the task?

Yes   **No**

Notes on completion:

★ *Stop the video*

Facilitator Name:_____   Participant ID: _____

💬Say: That is the end of the first task. I would now like to ask you a couple of questions about your experience.

Task 1 Debrief Questions

1. Rate your experience completing these purchases using the ease of task completion scale printed on page 2 of your packet. Please verbally state your rating.

1	2	3	4	5
Easy		Average		Difficult

2. Is there anything you like about this process?

3. Anything you would change about this process?

4. Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?

★ *Start the video*

Facilitator Name:_____   Participant ID: _____

Task 2 - Purchase Exhibition Ticket

💬 Say: I am now on page 3 of your packet. Please navigate back to MoPOP.org again. Now, I would like you to purchase a **ticket to an exhibition of your choice**. Please stop at the point of entering your personal information, and do not purchase this ticket.

Facilitator Questions

1. What did the participant do first?

2. How many times did the participant express confusion? [cross off a number each time]

   1   2   3   4   5   6   7   8   9   10

3. How many times does the participant click the back button? [cross off a number each time]

   1   2   3   4   5   6   7   8   9   10

4. List any roadblocks the participant runs into while purchasing the ticket:

✅ Task Completion

The task is complete if the participant successfully **reaches the point of entering personal payment information.**

Did the participant complete the task?

Yes   **No**

Notes on completion:

★ *Stop the video*

Facilitator Name:_____   Participant ID: _____

💬Say: That completes the second task. I would now like to ask you a couple of questions about your experience.

Task 2 Debrief Questions

1. Rate your experience completing these purchases using the ease of task completion scale printed on page 4 of your packet. Please verbally state your rating.

1	2	3	4	5
Easy		Average		Difficult

2. Is there anything you like about this process?

3. Anything you would change about this process?

4. Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?

Facilitator Name:_____   **Participant ID:** _____

💬Say: That completes the task portion of this study. I would now like to ask you a couple of questions about your experience.

Post-Test Debrief Questions

1. How would you describe your overall experience with the MoPOP website's ticketing process now that you used it to complete a few tasks?

2. If given the choice, would you prefer to complete this purchase on a mobile device or desktop computer?

3. As you performed the tasks, did you notice that some of the special exhibitions were ending soon in any of the screens that you saw?

4. As you performed the tasks, did you notice that pricing levels were different for different categories, such as there was special student pricing, etc?
   a. Did it help you make a better decision about which kind of ticket to purchase?

💬Say: Now, I'll have you fill out this post-test survey intended to sum up your experience. Please feel free to let me know if you have any other feedback as you complete this survey. [Hand participant the post-test survey]

Facilitator Name:_____   Participant ID: _____

After the study

Post Study Facilitator Debrief

1. Did the participant follow the flow from the interaction map for the GA ticket purchase?

       YES   NO

    a. If no, where did they deviate?

2. Did the participant follow the flow from the interaction map for the exhibition ticket purchase?

       YES   NO

    a. If no, where did they deviate?

3. Any other notable findings from this study?

Facilitator Name:_____   Participant ID:_____

Moderator Guide
Exhibition Admission → Museum Admission

Intro

💬 Say: Hi, my name is [name]. Thank you for helping us out with a project for school. We are masters students in the Human Centered Design and Engineering program. We're working to improve the usability of the mobile Museum of Pop Culture (MoPOP) website, and focusing on ticket ordering. MoPOP is a museum dedicated to contemporary popular culture here in Seattle. Can you start by telling me about the last time you visited a museum? [wait for answer]

Today I am going to watch as you complete some tasks on the MoPOP website using a mobile device. At the end of the session, you'll have a ticket to visit MoPOP as a thanks for helping us out! The way this will work is I'll ask you a couple of pre-study questions and have you sign a consent form. Then, we'll get started with the task portion which should take about 20 minutes. After that, I'll ask you some questions about your experience and then you'll be on your way! Do you have any questions before we get started?

During the task portion I will ask you to navigate to a couple of web pages.

We will start with this short consent form. This just says that you agree to be part of our study today and to have us record the screen you are using. **You will be de-identified** and your name will not be associated with the results of this study. Let me know if you have any questions. [hand participant the consent form]

Ok, we are ready to get started. **As a reminder we are not testing you** . We are testing the website, so there are no wrong answers. It really helps us when you can tell us what you are thinking. **It is helpful if you can think out loud as you work through the tasks.** I'm going to read a task aloud, and you can follow along on your handout if you'd like. Once I'm done reading, please go ahead and complete the task on your phone, holding it under the camera. Any questions?

Facilitator Name:_____   Participant ID:_____

Pre-Test Questions

💬 Say: We will start with a few pre-test questions

💬 Do you work in the user experience field?

💬 Which city do you live in?
  ○ If they say Seattle, Say: How long have you been living in Seattle?

💬 What phone have you brought in today and is that the phone that you use regularly?

💬 What internet browser do you prefer to use on your phone? Please use this browser for the study today.

💬 On a scale of 1 to 5, where 1 is nothing at all, and 5 is very much, how would you rate your confidence/comfort using your mobile phone for purchasing tickets online?

(Not comfortable at all) 1   2   3   4   5 (very comfortable)

💬 Have you ever used your mobile phone to purchase a ticket for an attraction or event?

Important Notes

★ Remember to never tell the user how to complete a task, even if they were not able to complete it or completed it incorrectly.
★ *Start the video*

Facilitator Name:_____   Participant ID:_____

Task 1 - Purchase Exhibition Ticket

💬 Say: I am on page 1 of your packet if you would like to follow along. Imagine you are visiting Seattle and have heard great things about MoPOP. You decide to visit the museum and purchase a ticket online beforehand. Use your mobile device to purchase a **ticket to an exhibition of your choice** through **MoPOP.org**. Please use the promo code listed on your handout when purchasing to get this ticket at no cost. You may choose any date you wish to visit, and note that the ticket you recieve will be valid for one week from the date you select.

Facilitator Questions

1. What did the participant do first?

2. How many times did the participant express confusion? [cross off number each time]

   1   2   3   4   5   6   7   8   9   10

3. How many times does the participant click the back button? [cross off number each time]

   1   2   3   4   5   6   7   8   9   10

4. List any roadblocks the participant runs into while purchasing ticket:

✅ Task Completion

The task is complete if the participant successfully **purchases a ticket and receives a confirmation email.**

Did the participant complete the task?
         Yes   **No**

Notes on completion:

Facilitator Name:_____   Participant ID:_____

★ *Stop the video*

💬Say: That is the end of the first task. I would now like to ask you a couple of questions about your experience.

Task 1 Debrief Questions

1. Rate your experience completing these purchases using the ease of task completion scale printed on page 2 of your packet. Please verbally state your rating.

1	2	3	4	5
Easy		Average		Difficult

2. Is there anything you like about this process?

3. Anything you would change about this process?

4. Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?

Facilitator Name:_____   Participant ID:_____

★ *Start the video*

Task 2 - Purchase GA Ticket

💬 Say: I am now on page 3 of your packet. Please navigate back to MoPOP.org again. Now, I would like you to purchase a ***museum admission ticket***. Please stop at the point of entering your personal information, and do not purchase this ticket.

Facilitator Questions

1. What did the participant do first?

2. How many times did the participant express confusion? [cross off number each time]

    1   2   3   4   5   6   7   8   9   10

3. How many times does the participant click the back button? [cross off number each time]

    1   2   3   4   5   6   7   8   9   10

4. List any roadblocks the participant runs into while purchasing ticket:

✅ Task Completion

The task is complete if the participant successfully ***reaches the point of entering personal payment information.***

Did the participant complete the task?
Yes   No

Notes on completion:

Facilitator Name:_____   Participant ID:_____

★ ***Stop the video***

💬Say: That completes the second task. I would now like to ask you a couple of questions about your experience.

Task 2 Debrief Questions

1. Rate your experience completing these purchases using the ease of task completion scale printed on page 4 of your packet. Please verbally state your rating.

1	2	3	4	5
Easy		Average		Difficult

2. Is there anything you like about this process?

3. Anything you would change about this process?

4. Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?

Facilitator Name:_____   Participant ID:_____

💬Say: That completes the task portion of this study. I would now like to ask you a couple of questions about your experience.

Debrief Questions

1. How would you describe your overall experience with the MoPOP website's ticketing process now that you used it to complete a few tasks?

2. If given the choice, would you prefer to complete this purchase on a mobile device or desktop computer?

3. As you performed the tasks, did you notice that some of the special exhibitions were ending soon in any of the screens that you saw?

4. As you performed the tasks, did you notice that pricing levels were different for different categories, such as there was special student pricing, etc?
   a. Did it help you make a better decision about which kind of ticket to purchase?

💬Say: Now, I'll have you fill out this post-test survey intended to sum up your experience. Please feel free to let me know if you have any other feedback as you complete this survey. [Hand participant the post-test survey]

Facilitator Name:_____   Participant ID:_____

After the study

Post Study Facilitator Debrief

1. Did the participant follow the flow from the interaction map for the Exhibition ticket purchase?

     YES   NO

     a. If no, where did they deviate?

2. Did the participant follow the flow from the interaction map for the GA ticket purchase?

     YES   NO

     a. If no, where did they deviate?

3. Any other notable findings from this study?

Task 1

Imagine you are visiting Seattle and have heard great things about MoPOP. You decide to visit the museum and purchase a ticket online beforehand. Use your mobile device to purchase a **museum admission ticket** to MoPOP through **MoPOP.org**. Please use the promo code listed on your handout when purchasing to get this ticket at no cost.

You may choose any date you wish to visit and note that the ticket you receive will be valid for one week from the date you select.

PROMO CODE: UWTESTER

Task 1 Post Question

Rate your experience completing these purchases using the ease of task completion scale printed below:

1	2	3	4	5
Easy		Average		Difficult

Task 2

Please navigate back to MoPOP.org again. Now, I would like you to purchase a **ticket to an exhibition of your choice**. Please stop at the point of entering your personal information, and do not purchase this ticket.

Task 2 Post Question

Rate your experience completing these purchases using the ease of task completion scale below:

1	2	3	4	5
Easy		Average		Difficult

Task 1

Imagine you are visiting Seattle and have heard great things about MoPOP. You decide to visit the museum and purchase a ticket online beforehand. Use your mobile device to purchase a **ticket to an exhibition of your choice** through **MoPOP.org**. Please use the promo code listed on your handout when purchasing to get this ticket at no cost.

You may choose any date you wish to visit and note that the ticket you receive will be valid for one week from the date you select.

PROMO CODE: UWTESTER

Task 1 Post Question

Rate your experience completing these purchases using the ease of task completion scale printed below.

1	2	3	4	5
Easy		Average		Difficult

Task 2

Please navigate back to MoPOP.org again. Now, I would like you to purchase a **museum admission ticket**. Please stop at the point of entering your personal information, and do not purchase this ticket.

Task 2 Post Question

Rate your experience completing these purchases using the ease of task completion scale printed below.

1	2	3	4	5
Easy		Average		Difficult

MoPOP Mobile Site Usability Test Consent Form

STUDY GOALS
We're investigating the usability of the MoPOP website, specifically the ticket buying process. We hope to learn more about issues users have with the ticket purchase process and how we might correct those issues.

WHAT WE WILL ASK YOU TO DO
Phase 1: Pre-survey
We will start by asking a few questions about the phone you normally use and the one you brought to the study today.

Phase 2: Usability test
We will ask you to order a ticket on the MoPOP website.

Phase 3: Post-survey
We will ask about your experience and your perceptions of the MoPOP website.

RISKS
There is no known risk to participating in this study.

BENEFITS
There is no direct benefit to you for your participation in this study.

OUR COMMITMENT TO YOU
Confidentiality
Your identity will be kept private. We will not link your name or other personally identifiable details to the content of this session in anyway way—your participation will remain anonymous. We store our research information on Google Drive, which has been identified by UW as privacy-compliant.

Compensation
We are so grateful for your participation. We have provided you with a free ticket to visit MoPOP on the date of your choosing.

Voluntary
Your participation in this study is voluntary. At any time, you may revoke consent to any or all of the activities.

YOUR OPTIONS
You may ask any questions of the researchers now. If you have any questions later or if you have something to add, you may contact us directly at skbaker1@uw.edu or ptmitra@uw.edu.

CONSENT TO PARTICIPATE
We ask that you permit us to make an audio recording of this interview. You are not required to consent to a recording in order to participate in the study.
If you understand everything we just covered and are willing to be a participant in this study, please sign below.

This study has been explained to me. I volunteer to take part in this research. I have had a chance to ask questions. If I have questions later about the research, or if I have been harmed by participating in this study, I can contact one of the researchers listed on this consent form. I will receive a copy of this consent form.

| Name of participant | Signature of participant | Date |

Gratuity Release

Research Study MoPOP Mobile Website Usability Study

Researcher/Emergency Contact

Name: Samantha Baker, Master of Human Computer Interaction student, University of Washington

Email: skbaker1@uw.edu

Phone: (925) 337-0362

I, the undersigned, acknowledge that I have received a MoPOP ticket valued at $26.

| Name of participant | Signature of participant | Date |

TEST (Circle)   A   B

DATE: _____

PARTICIPANT #:_____

Moderator prompts pre-test discussion.
Pre-test questionnaire

Geographic/Demographic information:	
What type of phone did you bring with you today?	
Is this the phone you normally use?	
Have you ever used your mobile phone to make a purchase on the internet?	
If so, have you ever used your mobile phone to purchase a ticket for an attraction or an event?	

Additional notes:

Moderator instructs participant to complete Task 1.

Questions	Observations
What did the participant do first?	
How many times did the participant express confusion?	1 2 3 4 5 6 7 8 9 10
List any roadblocks the participant runs into while purchasing ticket:	
Additional observations:	

Completion (circle one):   Success   Fail
Notes on completion:

Post Task 1 questionnaire

Questions	Observations
Rate your experience completing these purchases	1 2 3 4 5 1 = Difficult 5 = Easy
Is there anything you like about this process?	
Anything you would change about this process?	
Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?	

Moderator instructs participant to complete Task 2.

Questions	Observations
What did the participant do first?	
How many times did the participant express confusion?	1 2 3 4 5 6 7 8 9 10
List any roadblocks the participant runs into while purchasing ticket:	
Additional observations:	

Completion (circle one):   Success   Fail
Notes on completion:

Post Task 2 questionnaire

Questions	Observations
Rate your experience completing these purchases	1 2 3 4 5 1 = Difficult 5 = Easy
Is there anything you like about this process?	
Anything you would change about this process?	
Did you feel this ticket-buying process was similar to the process you follow on other sites where you purchase things?	

Moderator prompts post-test discussion.

Post-test questionnaire

How would you describe your overall experience with the MoOP website's ticket process now that you used it to complete a few tasks?	
If given the choice, would you prefer to complete this purchase on a mobile device or desktop computer?	
As you performed the tasks, did you notice that some of the special exhibitions were ending soon?	
As you performed the tasks, did you notice that pricing levels were different for different categories, such as special student pricing, etc.?	

Facilitators debrief test session.

Post-study facilitator debrief

Did the participant follow the flow from the interaction map for the Exhibition ticket purchase?	YES　　　　　　　　　　　　NO a.　　If no, where did they deviate?
Did the participant follow the flow from the interaction map for the GA ticket purchase?	YES　　　　　　　　　　　　NO a.　　If no, where did they deviate?
Any other notable findings from this study?	