

Minnesota Goes to College Website Usability Interview Script

The Five Act Interview

1. A friendly welcome to start the interview
2. A series of general, open ended questions about the customer
3. Introductions to the prototype
4. Detailed tasks to get the customer reacting to the prototype
5. A quick debrief to capture the customer's overarching thoughts and impressions

Friendly welcome

"Thanks for coming in today! We're always trying to improve our education products, and getting your honest feedback is a really important part of that. This interview will be pretty informal. I'll ask a lot of questions, but I'm not testing you—I'm actually testing the product. If you get stuck or confused, it's not your fault. In fact, it helps us find problems we need to fix. I'll start by asking some background questions, and then I'll show you some things we're working on. Do you have any questions before we begin today?"

Warm-up

- What kind of work do you do with_____?
- For how long have you been doing that?
- What is your experience with Minnesota Goes to College?
- What do you do to stay up to date on what's happening in postsecondary planning?
- What type of resources are most helpful to you?
- What do you like or dislike about them?

Introduce your prototype

- “Would you be willing to look at our website? Great, thank you! Would you mind sharing your screen?”
- “Great, please don’t click on it yet. Before we get started, I want to remind you that there are no right or wrong answers. Since I didn’t design this, you won’t hurt my feelings or flatter me. In fact, frank, candid feedback is the most helpful. As we go through it, please think aloud. Tell me what you’re trying to do and how you think you can do it. If you get confused or don’t understand something, please tell me. If you see things you like, tell me that too.”

Tasks and nudges

1. Take a few moments to glance at the content. What stands out to you? Remember to walk me through what you’re thinking.
2. Now we’re going to move onto a few tasks. For the first one, can you please find:
 - a. A list of free applications for colleges and universities in Minnesota;
 - b. FAFSA and Dream Act training;
 - c. Social media toolkits;
 - d. Videos for students;
 - e. Ideas from other site coordinators.

Debrief

1. How does this product compare to the websites you use regularly?
2. What did you like about the Minnesota Goes to College website?
3. What did you dislike?
4. How would you describe this product to a friend?
5. If you had three magic wishes to improve this product, what would they be?