Moderator's Script

0. 'Pre-flight' setup

1. Welcome (2 min)

Hi **[participant name]**, thank you for being a part of the session today. How are you?

I'm **[my name]** and I'll be guiding you through the session. I'm here with **[names of teammates]** and they'll be helping me by taking notes.

[Teammates say hello]

> [If athlete] What sport do you play?
> [If volunteer]: What's your role?

As you know, we're trying to improve people's experiences with the Healthy at Home website. We're trying to make things easier to find and scan.

We have two activities today:

The first activity is called "tree-testing." You'll be helping us test a re-organized version of the navigation menu. It will take about 20 minutes.

The second activity is getting your feedback about some layout designs. It will take 20 minutes.

I'd like to invite you to make your setup as comfortable as possible at any time.

Remember that we can stop at any time, and you can let me know if you need a break, or if you have any questions.

Do you have any questions or concerns?

Are you ready to begin?

Can we record this meeting? We won't share the recording outside of our team. If we report the results, you'll be totally anonymous.

2. Opening questions (3 min)

Before we get to the tasks, I have a few preliminary questions.

1. When was the last time you visited the website?

2. How often do you use this website in a week?

3. What do you usually do on this website? / Why did you visit the website?

3. Set up screen-sharing (1 min)

Here's a placeholder site that we've set up.

Assistant will paste the link in Zoom chat; if alone, use the following link: [URL]

Ensure the participant is a meeting co-host; ask the host to assign, if not already done.

Set up screen-sharing; ask them to select the browser that they prefer.

4. Tree-testing (20 min)

Now, we're going to do tree-testing. Tree-testing is just a fancy word for how easy it is to find something on the website. It's going to take about 20 minutes.

We've created new categories for the content (and put them into the navigation menu of a non-public site).

We're going to go ask where you expect to find things in the navigation menu.

There are 10 questions in total.

The content that we're asking you to find isn't actually on this site.

So, we'll ask you to avoid clicking the links.

Instead, please point to it and say something like, "I expect that info to be here."

Please remember, we're not testing you. We're testing how logically the navigation menu is organized.

The cutoff for each question is 1min 30sec.

Before moving to the question, ask "Is that where you expect to find it?"

If they select Stay Healthy, ask "Where else?"

If they say "...or" ask, "Which one?"

If they say "Yes," "Let's move on to the next question"

4.1. Tree-testing questions

1. Where would you expect to find recipes?
   Instructions / Cooking

2. Where would you expect to find coloring sheets?
   Boredom Busters / Arts & Culture

3. Where would you expect to find drills to help you train for your sport?
   Instructions / Sports

4. Where would you expect to find information about updates about COVID-19?
   Guides & News / COVID-19 or *Stay Healthy / Stay Informed*

5. Where would you expect to find tips about how to relieve stress?
   Guides & News / For Your Mind

6. Where would you expect to find a schedule of live events (like group workout sessions)?
   Challenges & Events / Virtual Events

7. Where would you expect to find episodes of *From the Stands*, the interview show hosted by Ryan Colpitts?
   Boredom Busters; could be in Our Community and a new sub-category

8. Where would you expect to find someone showing you how to do yoga?
   Instructions / Workouts

9. Where would you look for a calendar of daily challenges?
   Challenges & Events / Weekly Challenges

10. Where would you go to connect with a friend from SOO?
    Our Community / Communicating

If less than 17 minutes have passed, ask "What do you think about the categories and category names?"

5. Prototype Feedback (20 min)

Next, we're going to share some prototype layouts.

5.1. Home page & home page with dropdown (6 min)

1. Here's a prototype of a redesigned homepage. What are your first thoughts?

2. *[If the user doesn't make comparison]* How does this design compare to the current homepage?

3. What would you want or expect to see in this first slider section?

Instruct the participant how to navigate between Figma screens. They can click the arrows at the bottom or use the arrow keys.

5.2. Category Listing Page (6 min)

Show how the user would navigate the page.

Next, if I were to select How-To & Instruction for the main navigation menu, then select Cooking & Recipes, this page is next.

1. What are your first thoughts?

2. Are you familiar with tags?
Explain that tags can (1) concisely describe content and (2) link similar posts together.

3. How would you expect the sidebar elements to work?

4. What organization scheme would you use on this page?

5. Is there anything else you'd like to see on a page like this?

6. How would you access the full post?

You click on the title or the thumbnail and see the full post.

5.3. Individual post: top-part (3 min)

1. What are your first thoughts?

2. Is there that anything that stands out?

3. Can you find the tags for the post? Are they where you expect them to be?

Instruct the participant to navigate to the final Figma screen. In the top-right corner of the site, there's a place to adjust Zoom settings.

5.4. Individual post: full-page view (3 min)

1. What are your first thoughts?

2. If you wanted to go to the next post in this category, how would you do it?

If the participant doesn't mention prev/next links, point them and describe them.

6. Closing

That completes our testing. Do you have any questions or comments?

Thanks again for your time and help with our redesign.