



# Cognitive Aging Research and Education Center

## User Experience Research Plan

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## *Executive Summary*

The Cognitive Aging Research and Education (CARE) Center wants to bring Alzheimer's Disease and Related Dementias (ADRD) education, support, and diagnosis to all Georgians no matter where they live. That's why CARE is taking steps to create a digital footprint that includes a custom made website, an original Brain Health Video series, and the foundations of a social media strategy.

Our team's goal in conducting user experience testing is to determine if the CARE Center's website is user-friendly when trying to find resources relating to ADRD. We hypothesize that Georgian's want quick and easy access to digital resources that help them learn- from a trusted source - about education, support and diagnosis as it relates to ADRD. We will use these results to modify our UX design as dictated by the ease of discovering what the CARE Center offers both digitally and in-person, and the information architecture of the website. It could also offer insight into how users prefer to learn, by either text or video. These tests are important and relevant because our target audience is likely busy, concerned with their or a loved one's health, looking for guidance and may not be as familiar with using digital resources. In other words, they don't have time to waste on difficult-to-use or difficult to navigate websites.



# *Methodology*

## **Roles**

As a team, we have split up the roles with Allison and Alexis acting as interviewers, Amelia acting as note-taker and Adam acting as data collection. While we all have a specific role to fill, there will be some flexibility with roles.

### **Interviewer:**

- Receives participant consent and encourages honest feedback  
Impartially reads and follows the usability protocol
- Asks participant for clarification of feelings and additional thoughts/suggestions

### **Note Taker:**

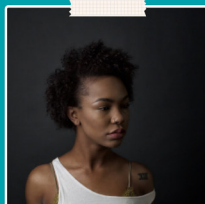
- Records participant's actions, reactions, emotions, pain points, and interview details, as well as points to come back to and reassess after the recording is complete

### **Data Collector:**

- Measures and records time on task and binary metrics.
- Records participant feedback.



# Personas



## Camille Wallace

- 35 years old
- Programmer
- Wrightsboro, Georgia
- Lower middle class
- Marital Status: Single

### Bio

Camille is a 35-year-old programmer, living in Wrightsboro, Georgia. She just returned to work after taking some time off to honor the anniversary of her grandmother's death. Her grandmother passed away from Alzheimer's disease a year prior, and Camille had a close relationship with her. Her family has a history Alzheimer's and dementia-related cases.

Lately, Camille has had trouble concentrating and often forgets important information. Her parents have been urging her to see a specialist, but Camille insists that she's just trying to cope with losing her grandmother. When Camille randomly lashes out at work, she decides to schedule an appointment through the CARE Center website.

### Interests

- Computer programming
- Social Media
- Music
- Reading

### Goals

- To seek diagnosis for her lack of concentration and forgetfulness
- To learn more about ADRD and how her family history affects her
- Find a CARE Center nearby and schedule an appointment

### Quote

"After seeing what my grandmother went through, I want to learn more about Alzheimer's and related dementias."...

### Technology and Social Media Usage/Habits

Camille utilizes technology daily, due to her career and personal interests. She reads all her news and updates through her computer and phone. She watches her favorite content through streaming, instead of paying for cable. Camille would rather schedule her appointments online, rather than over the phone. She loves keeping up with all social media platforms.



## Melinda Barnes

- 57 years old
- Secretary for Cox Elementary School
- Colquitt County, Georgia
- Lower middle class
- Martial Status: Single

### Bio

Melinda was born and raised in Colquitt County. She spent most of her life living in the community. She has been working as a secretary at the local elementary school and takes pride in helping others in this position. Her job at the school allows her to stay close to her grandson - who lives with her and is in 3rd grade - while also giving her time to fulfill her commitment as caregiver to her father. He began to show symptoms of Alzheimer's Disease and dementia when her mother was still alive.

After her mother passed away, Melinda made the difficult decision to move her father into her home. She has always been very involved in taking care of her family and has taken interest in learning about ways to help improve her father's brain health. However, she doesn't know where to start.

### Interests

- Education
- Cooking
- Family
- Community Involvement

### Goals

- To learn about ways to improve her father's brain health
- Find straight-forward and easy ways to support her family
- Learn more about getting her father a diagnosis
- Become part of a supportive community of caregivers

### Quote

"If there's a problem, I'll do whatever I can to help solve it."

### Technology and Social Media Usage/Habits

Melinda does not use social media or other forms of technology on a daily basis. Her iPhone is the main way she browses the internet. Although, she is familiar with using Google as a search engine to learn about new topics. While she's always interested in learning new things, social media is one thing she has never taken a keen interest in using.

Often times Melinda finds the internet difficult to navigate, but when she has help or guidance she can quickly learn how to move through websites.



## Joseph Smith

- 43 years old
- Pastor
- Watkinsville, Georgia
- Lower middle class
- Martial Status: Married

### Bio

Joseph is a pastor in Watkinsville, Ga. He takes pride in his community and wants the best for the people around him.

After church services on day, Joseph had a conversation with Greg, a member of his congregation. Greg was visibly upset and revealed he was diagnosed with ADRD and he didn't have any family nearby to support him.

Joseph wants to know how he can help his congregation and those who don't have any other support system.

### Interests

- Church
- Hiking/Camping
- Community Involvement
- Bible Studies

### Goals

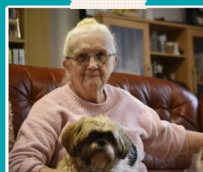
- Wants to know what resources are best for his community
- Wants to learn but is wary of outsiders coming in to "fix" his small town

### Quote

"My congregation is my family."

### Technology and Social Media Usage/Habits

Joseph is fairly tech-savvy, but he is very distrusting of social media. He uses the internet regularly and even runs a blog for the church. Joseph is distrusting of social media because of misinformation and how easily things can get misconstrued through the internet.



## Rose Tuttle

- 68 years old
- Administrative Assistant
- Cairo, Georgia
- Lower middle class
- Martial Status: Married

### Bio

Rose is 68-year-old woman based out of Cairo, GA who has worked her adult life as an administrative assistant making an honest living. She has the support of her family and her two dogs, and is facing a recent diagnosis of Dementia.

Though daunting, Rose is trying to keep her spirits high and wants to understand truly what her diagnosis is before facing the fight herself. With the aid of her children she is scared but is taking things one day at a time, learning as much as she can about the road ahead of her.

To look for what is ahead of her, her children point her in the direction of the CARE Center in order to use a Georgian focused organization to provide her the best and most fitting information they can receive.

### Interests

- Church
- Walking her dogs
- Watching the Dawgs
- Gardening

### Goals

- Wants to gain more information about this disease after diagnosis
- Wants to prepare herself about the ailment they are facing.

### Quote

"I'm nervous but know I have the support of my family behind me."

### Technology and Social Media Usage/Habits

Rose is not much for technology or social media outside what her kids have shown her or the antiquated computer she uses for work. Most of her information is either learned watching TV, or down after her local church services.



## Sampling

Population:  
Rural Georgians

The sample will aim to be mostly rural Georgians ranging in age, but leaning towards 40s and up. The actual sample may have more non-rural Georgians than desired as well as skew younger due to the digital nature of the products and testing methods. We are going to recruit people through word-of-mouth and utilize our connections through the CARE center to connect with people in rural communities. We will also utilize our online networks to reach potential interviewees.

Recruiting participants will be a group effort. Alexis and Adam will focus on recruiting through our CARE contacts while Allison and Amelia will focus on reaching out through online networks of people within the state and word of mouth.

We plan on conducting interviews on Zoom. This may create a challenge with recruiting participants who are older or who live in rural areas without access to a computer. Two other challenges we may face with recruiting participants are that none of us live in rural Georgia, and it may be difficult getting people to trust the interviewer enough to be completely honest. We will do expert reviews with the CARE Center (Jenay and Lisa).



## *Script*

Hi \_\_\_\_\_. My name is \_\_\_\_\_, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using the Cognitive Aging Research and Education Center website and to share your reaction to a portion of our video series that we're working on, so we can see whether they work as intended. The session should take about an hour.

The first thing I want to make clear right away is that we're testing the site and video series, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

As you view the video, I'm going to ask you to fully immerse yourself in it. No need to think out loud since afterwards we will have you use product reaction cards. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site and video series, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

We're going to record what happens on the screen and our conversation. The





recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project and our instructors. And it helps me, because I don't have to take as many notes.

I had you sign a consent form before starting this interview. If you have not, please sign it now.. As a reminder, it just says that we have your permission to record you, and that the recording will only be seen by the people working on the project and our instructors.

***Have participant sign consent form (found on page 13)***

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

- First, what's your occupation? What do you do all day?
- Next, how old are you?
- Now, What's your connection to rural Georgia?
- How much time do you spend online a day?
- What resources do you use to learn about ADRD?

OK, great. We're done with the questions, and we can start looking at things.

First things first, I'd like you to fill out this **pre-test survey**. (use same pre-test question for video)

***Send participant link to pre-test survey (found on page 14)***

Thank you! Now I'm going to ask you to look at the Cognitive Aging Research and Education Center website ([carecenter.uga.edu](http://carecenter.uga.edu)).



First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, what you can do here, and what it's for. Just look around and do a little narrative.

You can scroll if you want to, but don't click on anything yet.

***Allow this to continue for three or four minutes, at most.***

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud.

I'm also going to ask you to do these tasks without using search features like Command/CTRL + F or the search bar. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along. Once you have completed a task, please navigate back to the home page.

Task Scenario	Success or Failure?	Notes
Task 1: Your mom was recently diagnosed with ADRD. You found out about the CARE Center and want to know what resources they offer. Find what resources CARE offers.	Success: Scroll down to Click Discover Care's Resources > Find Support, Education, Diagnosis  Success/Failure	
Task 2: You are curious about the background of the center. Who leads the CARE Center?	Success: About Us > Meet the Team > Lisa Renzi-Hammond and Jenay Beer  Success/Failure	



Task Scenario	Success or Failure?	Notes
Task 3: You are looking to learn better ways to manage your loved one's nutrition and need tips on how to eat better. Find the handout that helps lay out well-being tips.	Success > Education > Exercise, Nutrition, and Well-Being > Download a Well-Being Checklist  Success/Failure	
Task 4: You have a loved-one with ADRD and the time has come for them to stop driving. Find an example conversation starter.	Success: Navigate to Support > Driving > Says any conversation starter  Success/Failure	



Task Scenario	Success or Failure?	Notes
Task 5: You are curious about how your loved one is behaving and want to find out if it is normal for someone with their condition. Find out if confusion is a dementia related behavior.	Success: Navigate to Diagnosis > Click Dementia Related Behaviors > Find Confusion relating to time or place  Success/Failure	
Task 6: Someone you know has been talking about the CARE Center and suggested you learn about it. You visit the website but want to learn more about notable ways they've made an impact in the community. Navigate to the page where you'd find that information.	Success: Navigate to News > Scroll > Additional News  Success/Failure	
Task 7: You want to set up an appointment at the CARE Center for your loved one. What is the email address for the CARE Center in Athens?	Success: Contact us > carecenter@uga.edu  Success/Failure	



Task Scenario	Success or Failure?	Notes
<p>Task 8: You live in Hart County and were recently diagnosed with ADRD. You are now looking for local resources. Who would you contact to reach the CARE Center in Hart County?</p>	<p>Success: Navigate to Locations &gt; Hart County &gt; Anita Reina</p> <p>Success/Failure</p>	
<p>Task 9: Recently you heard from a friend that maintaining good brain health is one way to manage or prevent ADRD. Find the Brain Health educational video series.</p>	<p>Success: Discover Care's Resources button &gt; Education &gt; Brain Health Video Series or Education in Nav Bar &gt; Brain Health Video Series</p> <p>Success/Failure</p>	
<p>Task 10: The CARE Center has been a huge assistance to your family after your grandmother was diagnosed with Alzheimer's Disease. You decide you want to give back to the organization that gave so much to you. Find out how to donate and become a CAREgiver.</p>	<p>Success: Contact Us &gt; Donate &gt; Scroll &gt; Select CAREgiver fund &gt; Click donate button</p> <p>Success/Failure</p>	



Thanks, that was very helpful.

Great! Next, we're going to use Microsoft's Product Reaction cards to help capture your impression of the site. Please pick the five characteristics you feel best describe the CARE Center website, and tell me why you've picked each one.

***Open your copy of The Product Reaction Cards. If on Zoom, share the screen. Make sure to take notes about their choices and the reason why they selected the specific words. Once you've finished this test, return to the script below.***

Lastly, please press play to begin watching the "What are Alzheimer's Disease and related dementias?" video. While watching, just pay attention to the video.

Ok, final task: we're going to once again use Microsoft's Product Reaction cards to help capture your impression of the video.. Please pick the five characteristics you feel best describe the "What are Alzheimer's Disease and related dementias?" video, and tell me why you've picked each one.

Thank you. Do you have any questions for me or anything else to add, now that we're done?

Wonderful!

I have one last favor to ask of you. I'm going to send you a link to the post-test survey. Please fill out this within 24 hours while this site is still fresh in your mind. And that's it!

Thank you for your time.



# Consent Form

## Purpose

The researcher \_\_\_\_\_ is conducting a usability study to evaluate the design of the CARE Center website and Brain Health Educational Video series. The results will be used to help improve the site design. This test is being performed as part of a sequence of capstone classes in the Emerging Media Master's program and in partnership with the CARE Center at UGA. The study will take approximately one

## Procedures

As a subject you will be asked to:

- Fill out a pre-test survey.
- Complete a series of tasks on the site while being observed and recorded.
- Complete post-test survey.
- Watch a 2-minute video.

## Confidentiality and voluntary participation

Participation in this usability study is voluntary. The descriptions and findings will be used to compile a report about the site's effectiveness. However, at no time will your full name be used. With your permission, I would like to take photos, videos, and notes to share with faculty members at the University of Georgia's New Media Institute; as well as other Emerging Media Masters students in my group.

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: name, number and email here. You can also reach out to my instructor, Chris Gerlach, at [chris26@uga.edu](mailto:chris26@uga.edu).

By signing below, you are indicating you understand the information on this form:

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Participant Signature:

Date



## Pre-Test Survey

I am interested in learning about ADRD:

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

I am knowledgeable about ADRD.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

I am aware of what resources the CARE Center offers.

Yes

No

I have heard of the Cognitive Aging Research and Education Center.

Yes

No

When you are learning new material what format do prefer:

I have served as a caregiver.

Yes

No

I know someone who has been diagnosed with dementia.

Yes

No





## Post-Test Survey

**I can easily navigate the CARE website.**

Strongly  
Agree

Agree

Neutral

Disagree

Strongly  
Disagree

**I feel more knowledgeable about Alzheimer's Disease and Related Dementias after using this website.**

Strongly  
Agree

Agree

Neutral

Disagree

Strongly  
Disagree

**I found that the content was organized in a way that is clear.**

Strongly  
Agree

Agree

Neutral

Disagree

Strongly  
Disagree

**I know how to find CARE's locations.**

Strongly  
Agree

Agree

Neutral

Disagree

Strongly  
Disagree

**What improvements would you make to the CARE website?**

**What features did you most enjoy about the CARE website?**



## Post-Test Survey Cont.

The process of finding educational resources was:

Confusing                         Straightforward

I found the educational content:

Helpful                         Not Helpful

I found the amount of information:

Sufficient                         Insufficient

The CARE website's voice and website appear:

Professional                         Not Professional

I would recommend this website to someone.

Strongly Agree       Agree       Neutral       Disagree       Strongly Disagree



# *Analysis*

We will be using Success/Failure rate and time on tasks to analyze task success. We will also be using nominal data and product reaction cards.

- Tasks will be analyzed using a combination of Success/Failure Rate and Time on Tasks. We will find the geometric mean for average time on tasks.
- Surveys will be analyzed using attitudinal metrics at the system level. We will assign emotions a rating on a scale positive with emotions getting a higher value and negative emotions receiving a lower value. We will then find the average of those values.
- We will calculate a SUS score based on assigned values.
- Product Reaction cards will be analyzed by giving positive and negative emotions different values.
- We will categorize issues using the severity rating scale. A low severity rating is annoying or frustrating but does not play a role in task failure. A medium severity rating is something that can cause significant task difficulty but not task failure. A high rating is anything that directly causes task failure. We will display this in a table with one side showing the impact to user experience and one showing how many people experienced the problem.
- We will communicate our results using confidence intervals, because the results will come from sampling a small group that should reflect the overall population.
- Data will be displayed using charts, tables and graphic elements such as word clouds.



## ***Conclusion***

We will continue to improve the CARE Center website and videos before they are officially launched in May 2024. Our user research plan includes identifying rural Georgians, ideally aged 40 and older, as our target market for user testing. User testing will include interviews via Zoom, with pre and post test surveys, for the CARE Center website and a few videos from the Brain Health video series. We have included a selection of tasks for participants to complete for observation and to analyze task success. By using Product Reaction Cards, we hope to understand the user's perspective in their own words. With the results from user testing, we are hoping to identify any pain points and to gain an understanding of our user's experience. We will use the collected feedback when making future modifications to the CARE Center website and video series.



[carecenter.uga.edu](http://carecenter.uga.edu)