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greek life olympics

User Experience Research Plan

TEAM MEMBERS: Phoebe Finch, Abby Grace Freet, & Mary Brock Smith

CLIENT: The Backpack Project of Athens

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Executive Summary

Our client, The Backpack Project of Athens, is a student-run nonprofit organization at UGA that hosts the Greek Life Olympics, an annual, competitive fundraiser between Greek life chapters at UGA to help The Backpack Project of Athens in their mission to support individuals experiencing homelessness in Athens, Georgia. Due to frustrations with their previous fundraising site, TBP of Athens is in need of a new platform. Our new fundraising site optimizes the donation process, makes information easily accessible, and provides a user-friendly experience.

Our main research goal is to determine if our new site adequately addresses the concerns that TBP had with their previous site. We are testing that our new site will meet the following hypotheses:

- Users can donate efficiently and securely.
- Users can clearly see their donation progress in comparison with the donation progress of other teams.
- Users can easily find information about the GLO and TBP.

We hope that our user testing identifies potential pain points, areas of confusion, and overall user satisfaction. The results derived from our testing will guide refinements to the platform, ensuring it aligns with the needs and expectations of our client.

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Roles

Abby Grace Freet:
Her role is to serve as the **data collector**. She will play a crucial role in gathering valuable insights and data points from our participants.

Mary Brock Smith:
Her role is to serve as the **interviewer**. She will conduct structured interviews in a comfortable environment to encourage feedback from participants.

Phoebe Finch:
Her role is to serve as the **notetaker**. She will play a major role in documenting information, observations, insights, and feedback given during the interviews.

Sampling

- **Our target groups:**
  - Students in Greek life organizations at the University of Georgia
  - Friends and family of Greek life members at UGA

- We will recruit our sample by **contacting leaders within Greek Life organizations** to explain our project goals and seek participation from members within their chapters. We will also utilize **social media platforms** to share project details and encourage participation from both of our target groups.

- We believe **our sample will be very representative** of our population. We do not foresee any challenges in recruiting our sample.

- We will meet with our sample **via Zoom** and **record** all of the interviews conducted.

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User Persona 1

User Profile:
- Chad

Age:
- 19 year old student at the University of Georgia

Campus Involvement:
- Sigma Chi Fraternity
- Atlas Business Society

Technology Use:
- Chad is an iPhone user. He doesn't spend a lot of time on his phone. He uses his laptop for school, work, and gaming.

Fundraising Experience:
- Chad has never done any fundraising of his own, but he has donated to his friends' fundraisers. He likes for donation processes to be as easy as possible.

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User Persona 2

User Profile:
- Karen

Age:
- 50 year old mom to daughter Kaylee, who is a member of Alpha Delta Pi at the University of Georgia.

Technology Use:
- Karen is an iPhone user. She prefers to use her iPhone for everyday small tasks and uses her laptop for more specialized tasks, such as browsing for specific items or making online purchases.

Donating Experience:
- Karen has experience making online donations. She has looked at fundraisers on her phone but has only made online donations on her laptop or through Venmo.

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Testing Instruments

Consent Form

Script

Success or Failure Task Table

Timed Task Table

Survey Software

Pre-test Questions

Post-test Questions

System Usability Scale

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Consent Form

 I am conducting a usability study to evaluate the design of the Greek Life Olympic website. 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 Masters program. The study will take approximately 2o minutes.

As a subject you will be asked to:

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

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 post test, shot me an email at (school email). You can also reach out to my instructor, Kyla Sterling, at ksterling@uga.edu.

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

Participant Signature:

Date:

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 a **website** that we're working on so we can see whether it works 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*, 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.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, 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.

If you would, I'm going to ask you to sign a consent form for us. 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.

Send consent form to participant.

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. Please fill out this **pre-test survey**.

Send pre-test survey to participant.

Thank you! Now I'm going to ask you to look at the https://www.glouga.com/.

Send link to Greek Life Olympic website to participant.

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, whose site you think it is, 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.

Repeat for volunteer, donate, and leaderboard page (1-2 minutes max for each page)

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud. And again, as much as possible, it will help us if you can try to think out loud as you go along.

INSERT TABLE OF SUCCESS METRICS TASKS

Now I'm going to ask you to hold any thoughts or feedback you have until the end. I'm going to record your time for these next tasks. Remember, I'm testing the product, not you.

INSERT TABLE OF TIMED TASKS

Thanks, that was very helpful.

Do you have any questions for me, 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.

Send post-test survey to participant.

And that's it! Thank you for your time.

Success or Failure Task Table

	Task Scenario	Success/Failure	Observations
	Task 1 • You are the parent of an ADPi. Navigate to the Donation page and make a $10 donation to the sorority. Stop after clicking the amount of money. *Do you feel like it is easy or difficult to navigate to the Donation page?*	***Success:** *Click the Donate button in the Navigation bar > Click Alpha Delta Pi > Click Donate > Click $10* Success / Failure:	
	Task 2 • You are looking into the GLO fundraising event to see if your organization can participate. Navigate to the Backpack Project of Athens homepage and read their mission statement aloud.	***Success:** *Success: Scroll down to the About Section > Click The Backpack Project of Athens link > Read the mission statement* Success / Failure:	
	Task 3 • You are a Greek Life member looking to get more involved in the Greek Life Olympics. Find the most recent event under the Service Week Schedule and click Sign Up.	***Success:** *Success: Volunteer button > Service Week Schedule > Roadside Clean Up > Sign Up button* Success / Failure:	

Task Scenario	Success/Failure	Observations
Task 4 • You are a Phi Mu and want your mom to make a donation. Navigate to your team page and click the donate button. Copy the link to send to your mom. *How do you feel about the layout of the team page?*	***Success:** *Click the Donate button in the Navigation bar > Click Phi Mu > Click Donate > Copy the URL* Success / Failure:	
Task 5 • Your daughter, a Pi Beta Phi, talked to you about donating to the Greek Life Olympics. You want to learn more about the fundraiser and the role Pi Beta Phi plays. Tell me why Pi Beta Phi chose to participate in GLO. *What are your overall thoughts on the Donation Page?*	***Success:** *Success: Donate button > Pi Beta Phi button > Read the blurb* Success / Failure:	

Timed Task Table

	Task Scenario	Task Time	Observations
	Task 1 • You are related to a SAE. Navigate to the Donate Page and make a $20 donation to SAE. Stop after inserting the above amount into the Custom Amount bar.	***Success:** *Click Donate in Nav bar > Click SAE > Click Donate button > Navigate to Custom Amount > Insert $20* Task Time:	
	Task 2 • You are a Greek Life member looking for more information about The Backpack Project of Athens. Tell me how many counties The Backpack Project of Athens serves. *Would you like to see more or less information about TBP of Athens?*	***Success:** *Scroll down to The Backpack Project of Athens info section > One city* Task Time:	
	Task 3 • You are a donor and want to reach out to the Director of Volunteers with some questions. Find the Director of Volunteers and tell me their name.	***Success:** *Scroll down to the Meet the Team section > Vybhavi Kotireddy* Task Time:	

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	Task Scenario	Task Time	Observations
	Task 4 • You're a fraternity member and want to see if your organization is on the leaderboard. Navigate to the leaderboard and tell me which team has raised the most money so far. *Do you find the leaderboard helpful? What are your thoughts about the layout ?*	***Success:** *Navigate to Leaderboard page on Nav bar > Alpha Chi Omega* Task Time:	
	Task 5 • You are a Greek Life member trying to get volunteer hours. You heard about GLO in your chapter meeting and decided to look at their volunteer opportunities. Tell me when the Fundraising Period for GLO begins. *Is the layout of the Volunteer page confusing? Is there any unnecessary information/anything you would like to see?*	***Success:** *Click Volunteer page in Nav bar> Scroll down to Fundraising Period > January 29* Task Time:	

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Survey Software

The surveys are conducted on a Google Form because it can be accessed by participants with wifi anywhere geographically. The form allows us to format the survey questions as needed (such as Likert and Semantic questions), and it is free.

Pre-Test Questions

1. How old are you?

[   ]

2. How much time do you spend online each day?

[   ]

3. How do you most often access websites?
   a. Mobile phone
   b. Tablet
   c. laptop/desktop

4. How familiar are you with The Backpack Project of Athens?

Very Unfamiliar   **Very Familiar**

1	2	3	4	5

5. How familiar are you with Greek Life?

Very Unfamiliar   **Very Familiar**

1	2	3	4	5

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6. How comfortable are you navigating websites independently/without assistance?

Extremely Uncomfortable   **Extremely Comfortable**

1	**2**	**3**	**4**	**5**

7. I make donations often.

Strongly Disagree   **Strongly Agree**

1	**2**	**3**	**4**	**5**

8. How much time a week do you spend volunteering?

9. I like to be able to access more information/learn more about a company.

Strongly Disagree   **Strongly Agree**

1	**2**	**3**	**4**	**5**

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10. Would you rather volunteer your time or money?
   a. time
   b. money
   c. other
   d. neither

11. I prefer making donations online.

Strongly Disagree   **Strongly Agree**

1	2	3	4	5

12. How are you affiliated with Greek Life?
   a. member
   b. alumnus
   c. related to member
   d. none of the above

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Post-Test Questions

1. What do you like most about this product?

   ☐ (text box)

2. What do you like least about this product?

   ☐ (text box)

3. It was quick and easy to make a donation to a team.

   Strongly Disagree ──────────────── **Strongly Agree**

1	2	3	4	5

4. I was able to navigate the site easily.

   Strongly Disagree ──────────────── **Strongly Agree**

1	2	3	4	5

5. How comfortable are you navigating the website without assistance?

   Extremely Uncomfortable ──────────────── **Extremeley Comfortable**

1	2	3	4	5

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6. I thought the website was visually pleasing.

Strongly Disagree   **Strongly Agree**

1	2	3	4	5

7. Please rate your experience in locating the team page for the specific team you wanted to make a donation to.

Extremely Difficult   **Extremely Easy**

1	2	3	4	5

8. Please rate your experience in finding information about volunteer opportunities.

Extremely Difficult   **Extremely Easy**

1	2	3	4	5

9. Would you make any changes to the product?

10. Would you be willing to use this product again? Please explain why.

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System Usability Scale

1. I think that I would like to use this website frequently.

Strongly Disagree **Neutral** **Strongly Agree**

1	2	3	4	5

2. I found the website unnecessarily complex.

Strongly Disagree **Neutral** **Strongly Agree**

1	2	3	4	5

3. I thought the website was easy to use.
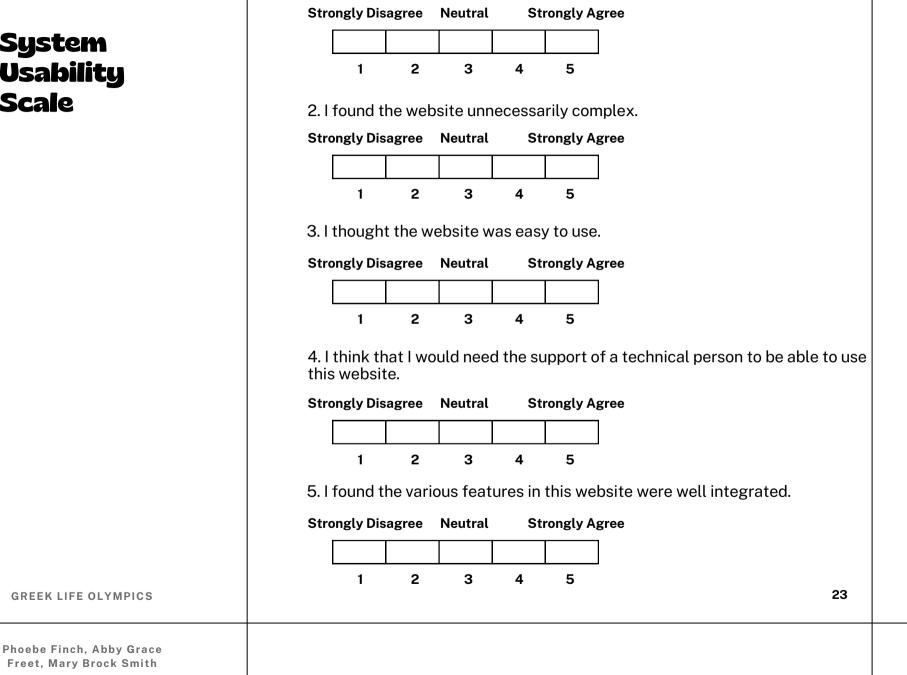
Strongly Disagree **Neutral** **Strongly Agree**

1	2	3	4	5

4. I think that I would need the support of a technical person to be able to use this website.

Strongly Disagree **Neutral** **Strongly Agree**

1	2	3	4	5

5. I found the various features in this website were well integrated.

Strongly Disagree **Neutral** **Strongly Agree**

1	2	3	4	5

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6. I thought there was too much inconsistency in this website.

Strongly Disagree   Neutral   Strongly Agree

1	2	3	4	5

7. I would imagine that most people would learn to use this website very quickly.

Strongly Disagree   Neutral   Strongly Agree

1	2	3	4	5

8. I found the website very awkward to use.

Strongly Disagree   Neutral   Strongly Agree

1	2	3	4	5

9. I felt very confident using the website.

Strongly Disagree   Neutral   Strongly Agree

1	2	3	4	5

10. I needed to learn a lot of things before I could get going with this website.

Strongly Disagree   Neutral   Strongly Agree

1	2	3	4	5

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Analysis

Task Metrics: We will calculate <u>task success rate</u> and <u>average time on task</u> to determine if any of our website features need to be improved.

Survey Metrics: Our survey results will provide both qualitative and quantitative data. For the Likert scale questions and semantic differential scale questions, we will find the average number or option selected by the test subjects.

SUS Metrics: We will analyze the average of all the test subjects SUS scores to determine if they enjoyed using our product. We are aiming for a minimum average score of 70.

Major/Minor Issue Categorization:
- *Low*: causes slight annoyance, little impact on task metrics
- *Medium*: leads to task difficulty but falls short of task failure, moderate impact on task metrics
- *High*: results in task failure, significant impact on task metrics
- *Catastrophic*: calls for a reconsideration of the entire task, as it is impractical or impossible to revise the task

Communicating Results: We will communicate our results to our client with a 95% confidence level to account for error due to the small size of our sample.
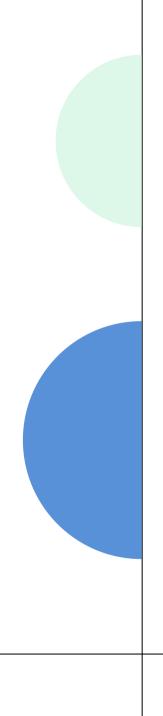
Conclusion

In conclusion, the implementation of our User Experience Research Plan will significantly enhance our approach to UX testing. The structured framework outlined in the UXRP serves as a comprehensive guide for conducting research on the user experience of our platform.

As we begin our user testing, our primary objectives will be to identify potential pain points that users may encounter, highlight any areas of confusion, and gauge the overall satisfaction levels of our users. We will be able to use that information to refine and optimize the beta version of our website.

Our UXRP will allow us to design a more seamless and intuitive user experience that aligns with the goals of our client.

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