Kindness Matters
FERRET RESCUE

User Experience Research Plan
Abbie Hunt, Jillian Petro, & Yazmeen Renova

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MEET THE TEAM

ABBIE HUNT

JILLIAN PETRO

YAZMEEN RENOVA

THE CLIENT

DEBBIE WHORLEY

Debbie Whorley, the compassionate owner of Kindness Matters Rescue, has a profound affection for ferrets. Motivated by her love for these adorable creatures, she established a private rescue in Acworth, Georgia, which operates from her very own home. Single-handedly managing the entire rescue, Debbie excels at her role and has successfully placed numerous ferrets into loving homes, making a remarkable difference in their lives.

EXECUTIVE SUMMARY

Introduction

Kindness Matters Ferret Rescue is a one-of-a-kind rescue that focuses on the adoption of ferrets, education on ferrets, ferret care, and promoting responsible ownership. Our team has built a new website, branding & style guide, and social media strategy plan for our client to use with the intention to create a more user friendly site that has improved navigation and a cohesive aesthetic that spans from the website to all social media pages.

Hypothesis

Our customer segment has a hard time navigating the current website with ease and would be more engaged and likely to return to the site if information was easier to find.

Research Goal

Our research focus is on the establishment of a brand identity and the functionality of the new website for the Kindness Matters Ferret Rescue. These efforts will enhance their online presence and spread more awareness about ferrets and their care. Our goal is to utilize ferret owners (past, present, and future) and use their experience to evaluate the website's effectiveness, and then capture the results to continue to make necessary updates.

METHODOLOGY

Our Roles

ABBIE HUNT

Notetaker

- Observes participant behavior
- Takes detailed notes about participant's user experience
- Collects all participant feedback

JILLIAN PETRO

Data Collector

- Observes participant behavior
- Notes how long tasks take to complete
- Keeps up with eye-tracking of participant
- Records any major roadblocks
- Collects participant feedback when notetaker needs help

YAZMEEN RENOVA

Interviewer

- Confirms participant consent
- Reads the script to the participant
- Helps the participant navigate through prompts when needed

PARTICIPANT

- Follows the prompts
- Explains their thoughts as they navigate through the website
- Provides all types of feedback

METHODOLOGY

Sampling

Population

- Male or Female - Ages 18 to 70 - past, present, and/or future ferret owner

Frame
& Method

- In our group, Yazmeen has the most connections with current, past, and future ferret owners, so we will be relying on her network for our participants. We want to make sure we focus on participants who have an interest in ferret ownership and care. Our plan is to recruit between 8-12 participants who meet the qualifications of ferret ownership either through Yazmeen's network or the Kindness Matters facebook page. With this specific goal in mind, the sample could include a wide variety of participants.
- We all live in different areas of the state of Georgia, so testing will be via Zoom. This way, we are all able to play a role in the process, while also utilizing screen recording so that we can document the participant's feedback and their navigation of the website.
- It may be challenging to find availability with all of our calendars since we each work full-time and have families. Another hurdle will also be scheduling participants who have busy schedules that conflict with our own availability as a team.

CESAR VILLARREAL

> In today's digital world, tons of websites could use a refresh, but most just stay stuck, either due to tight budgets or lack of tech know-how. It's time to put importance on this issue because it's the heart of spreading ferret knowledge and making adoption opportunities happen.

ABOUT

- 27 years old
- Dalton, GA
- Cloud Engineer

BIO

I've had a ferret in the past. Since it was my first time owning a ferret I didn't realize how much of a handful they were. Despite being a handful, my experience was filled with joy and laughter. The ferret would always steal things and hide them. He would also play tug of war whenever I'd try to retrieve the items he had taken. He would love to dig and jump around wanting attention.

PERSONALITY

My personality is fun and playful. The way ferrets love to jump around, cuddle, and play is the ideal relationship I seek in a pet.

GOALS

- Education and Advocacy: Spreading awareness about ferret needs, behaviors, and the proper way to care for them. This could involve educating potential and current ferret owners and advocating for better ferret welfare laws.
- Rescue and Rehabilitation: Working with rescue organizations to help abandoned or neglected ferrets find safe, loving homes.

FRUSTRATIONS

- Outdated web page and sources, low quality videos, not enough interaction

CHANNELS

YESI FIGUEROA

> "I believe that ferrets are funny, energetic, and lovable animals. If only more knew about them, they'd be in homes, not rescues."

ABOUT

- 25 years old
- GA
- Flight Attendant

BIO

My best friend and I owned a ferret. This ferret was super active and sociable. It amazed me to see how much personality an animal can have considering the fact that she was a rescue and was in really bad shape before she was saved.

PERSONALITY

I'd describe my personality as calm but when you throw a ferret into the mix I'd say it's more energetic.

GOALS

- Advocacy: I think advocacy is very important. It's important to educate people on how to best care for ferrets before getting or rescuing one. They are animals with feelings and they deserve the utmost care so that they can live healthy lives.

FRUSTRATIONS

- Sometimes I feel like there's a lack of information about the proper care especially when you rescue one. Or there may be some misinformation about their personalities and diets. It'd be nice to make an informed decision about what it means to bring a ferret into my home, especially if they are a rescue.

CHANNELS

METHODOLOGY

Testing & Testing Instruments

We will be completing our UX testing through usability testing with participants who are past, present, and future ferret owners. To identify these participants and if they qualify we will be asking them, "Do you currently, have you ever, or will you ever own a ferret?" We will be meeting virtually and screen recording the participant navigating through the rescue website and showcasing its branding identity.

Script

Actions:
- The Zoom meeting has the participant and testing group members present.
- Beginning screen: General screen – homepage will not be shown until testing begins.

Interviewer:
Hey, I'm Yazmeen Renova, and I am going to walk you through the session today. We are joined by our other group members for this interview, Abbie Hunt and Jillian Petro.

As I mentioned when scheduling this interview, we are currently working with a ferret rescue to redesign their branding and build them a website that reflects their new branding.

Before continuing – as part of our testing, you are required to share your screen. Is that something you're comfortable with? Great.

We are collecting data from this interview to help us identify if the website we built is fully functioning for an everyday user and if there are any major navigational issues for us to flag before launching the site. We are asking for your complete transparency and honesty when navigating this prototype in an effort to help us understand how users would think when using this site on their own. Your feedback is highly valuable to us and we want to make sure we document any thoughts you may have, so please speak freely when you are walking through the site. You won't offend any of us if you have negative feedback; that would actually be very beneficial for us to note as we are collecting data.

METHODOLOGY

Testing & Testing Instruments

Script

If you think of questions as you walk through the site, please feel free to ask. I won't be able to answer them right away because part of our observation is to measure how long it takes to walk through specific tasks without assistance, but I will go back at the end to discuss any questions you may have.

We want to note that for your privacy, this recording will only be viewed by the people currently on this call and our instructors for grading purposes.

Before we get started, the three of us want to thank you for taking the time to speak with us. Your feedback is valuable and will help us fine tune the website functionality.

Do you have any questions before we begin?

Now that introductions are out of the way, I'm going to ask you to sign a consent form for us that states we have your permission to record you and take notes. Again, the only people who will have access to this recording are the people on this call and our instructors. Do you mind if I send you an email with the consent form for you to sign and send back to me?
- View the consent form section below.

Actions:
- Send them email with consent form.
- Make sure everything is ready to begin recording once form is sent back.

We are going to begin now.

Actions:
- Zoom host will start the recording.

Do you have any questions before starting?

METHODOLOGY

Testing & Testing Instruments

Script

Wonderful. I'm going to ask you a few introductory questions before we look at the site.

1. What is your name?
2. How old are you?
3. What is your occupation?
4. Is there a particular website that you use that you really like?

Thank you for answering those for us.

Now we're going to ask you a few questions for a short pre-test survey.
- View the pre-test survey section below.

Actions:
- Yazmeen will share her screen to show survey and will click corresponding answer for the participant.

We're going to start looking at the website now.

The first page you will see is going to be the homepage of the newly designed website. Please let us know what your initial thoughts are. Talk out loud as you navigate so that we can take notes. You may scroll, but do not click any buttons or links yet. Let us know when you're done browsing the homepage.

Do you mind sharing your screen?

Actions:
- Participant shares screen.
- Yazmeen sends website URL to participant.

Awesome, thank you. Now we have a few specific things we're going to ask you to do. If you can't complete them, that's okay, that's part of the testing.

METHODOLOGY

Testing & Testing Instruments

Task Table

TASK	SUCCESS OR FAILURE	OBSERVATIONS
Task One: You want to learn more about each available ferret. Which ferret that is available for adoption has the heaviest weight?		
Task Two: You want to support the ferret rescue that you recently adopted from. What are all the options for supporting the rescue? **Post-Task Question:** What do you think of the layout of all the support options?		
Task Three: You want to follow the ferret rescue on all social media platforms. What accounts do they have and what is the link/username? **Post-Task Question:** Are you likely to follow a social account if it is linked to a web page?		

TASK	SUCCESS OR FAILURE	OBSERVATIONS
Task Four: You would like to learn more about the rescue owner and their backstory. What inspired the business name?		
Task Five: You want to read more about things related to ferrets. Where can you find the blog about "The Hidden Expenses of Ferret Ownership"?		
Task Six: Your ferret has worms, and you want to know how to care for them. Where can you find more information about ferrets with worms? **Post–Task Question:** How easy was it for you to locate what you were looking for?		
Task Seven: You want to get a gift card to a specific store to support the rescue and their needs. What are some stores where a donor could get a gift card for? **Post–Task Question:** Was this layout organized well to understand all the store options?		
Task Eight: You would prefer to make a monetary donation to the rescue. What options are there for making a monetary donation? **Post–Task Question:** Do these options make sense? What other option are they not considering?		

TASK	SUCCESS OR FAILURE	OBSERVATIONS
Task Nine: You stumbled on the rescue's homepage for the first time from Google. Can you quickly locate what the page is about?		
Task Ten: You would like to learn more about the facilities and what the process is to stop by for a visit. Find more information about the facilities.		

Script

Perfect! Now, we're going to present Microsoft's Product Reaction cards associated with our product. Kindly select the five cards that you believe most accurately depict the features of the rescue website. Explain why you've chosen each of these cards.
  · View the product reaction cards section below.

Actions:
  · Yazmeen will share her screen to show the graphic of the product reaction cards.

Great! We're all done.

Thank you for all of your feedback! You've been very helpful to us.

Before you go, we have one more thing to ask of you. I'll be sending you a link for a post-test survey shortly. Please fill this out within 24 hours of this interview.
  · View the post-test survey section below.

That's all! Thank you again for helping us.

METHODOLOGY

Testing & Testing Instruments

Consent Form

Purpose
The researchers, Abbie Hunt, Jillian Petro, and Yazmeen Renova, are conducting a usability study to evaluate the design of the Kindness Matters Ferret Rescue. 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 (JRMC 7015, Emerging Media Program). The study will take approximately one hour.

Procedures
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 post-test survey.

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, we 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 our group, Abbie Hunt & Jillian Petro.

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: Yazmeen Renova at ylr95114@uga.edu. You can also reach out to my instructor, Leah Moss, at leahmoss@uga.edu.

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

_____   _____

Participant Signature   *Date*

METHODOLOGY

Testing & Testing Instruments

ACCESS SURVEY

Pre-Survey

1. Do you currently own a ferret, or have you owned one in the past?

   ○ YES   ○ NO

2. How familiar are you with ferrets and their care requirements?

Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
○	○	○	○	○

3. How confident are you when using websites in general?

Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
○	○	○	○	○

4. Are there any specific elements you would expect to see on a website for a ferret rescue organization?

5. What devices do you typically use to browse the internet (computer, tablet, smartphone, etc.)?

6. Do you use the internet either on a computer or a phone regularly?

Rarely	Occasionally	Regularly	Frequently	Almost constantly
○	○	○	○	○

7. What are your initial thoughts or expectations when visiting a website for a rescue organization?

Extremely positive	Positive	Neutral	Negative	Extremely negative
○	○	○	○	○

METHODOLOGY

Testing & Testing Instruments

Pre-Survey

8. Have you ever visited a website for an animal rescue organization? If so, what aspects of those websites did you find helpful or frustrating?

9. How important is it for you that a website is optimized for mobile viewing?

Not important		Neutral		Very important
○	○	○	○	○

10. How frustrated do you get if it takes you longer than 30 seconds to find what you're looking for on a page?

Extremely frustrated	Frustrated	Neutral	Unbothered	Extremely Unbothered
○	○	○	○	○

METHODOLOGY

Testing & Testing Instruments

ACCESS SURVEY

Post-Survey

1. The information on the website was presented in a clear and understandable manner.

Strongly disagree	Disagree	Neither agree/disagree	Agree	Strongly agree
○	○	○	○	○

2. Can you elaborate on your navigation experience? Were there any particular features or elements that contributed to or hindered your ease of navigation?

3. The visual elements (overall design, images, graphics, etc.) on the website were:

Extremely unappealing	Very unappealing	Somewhat unappealing	Neutral	Somewhat appealing	Very appealing	Extremely appealing
○	○	○	○	○	○	○

4. The content on the website was relevant and provided valuable information about the ferret rescue.

Strongly disagree	Disagree	Neither agree/disagree	Agree	Strongly agree
○	○	○	○	○

5. The website was user-friendly and easy to use.

Extremely uneasy	Very uneasy	Somewhat uneasy	Neutral	Somewhat easy	Very easy	Extremely easy
○	○	○	○	○	○	○

METHODOLOGY

Testing & Testing Instruments

Post-Survey

6. I would recommend this website to someone interested in ferret rescue or adoption.

Strongly disagree	Disagree	Neither agree/disagree	Agree	Strongly agree
○	○	○	○	○

7. I felt comfortable providing honest feedback during the interview session:

Extremely uncomfortable	Very uncomfortable	Somewhat uncomfortable	Neutral	Somewhat comfortable	Very comfortable	Extremely comfortable
○	○	○	○	○	○	○

8. Please describe your overall experience with the website and the interview session. What aspects contributed to a positive or negative experience, and are there any specific moments or features that left an impression on you?

9. List three things you liked the most about the website.

10. List three things you liked least about the website.

METHODOLOGY

Testing & Testing Instruments

Product Reaction Cards

Appealing	Expected	Professional
Attractive	Fresh	Relevant
Boring	Friendly	Reliable
Busy	Frustrating	Responsive
Clean	Fun	Satisfying
Clear	Hard to use	Simplistic
Comfortable	Helpful	Slow
Complex	High quality	Sophisticated
Confusing	Impressive	Straight Forward
Consistent	Inconsistent	Time-consuming
Creative	Ineffective	Too Technical
Cutting Edge	Innovative	Trustworthy
Dated	Integrated	Unattractive
Desirable	Intimidating	Unconventional
Disconnected	Inviting	Understandable
Distracting	Irrelevant	Unpredictable
Dull	Meaningful	Unrefined
Easy to use	Not Valuable	Usable
Efficient	Old	Useful
Engaging	Organized	Valuable
Essential	Overwhelming	
Exceptional	Poor quality	
Exciting	Predictable	

ANALYSIS

Analyzing Tasks

- **Task Success**
  - (Binary Success) - Have over 80% average success rate for each participant using the task table
- **Efficiency**
  - Calculate an average for each task
- **Time-On-Task**
  - Data will be collected when Jillian records how long each task in the task table takes
  - Want each task to take less than 30 seconds to complete
  - 30 seconds is the threshold

Analyzing Surveys

All of our surveys will be located in Google Forms. This will allow for the results to be organized and presented with the proper visuals for future analysis. These surveys will include:

- **Pre-Test Survey**
- **Post-Test Survey**

Each of these surveys will use a combination of open/close ended questions and rating scales, (specifically: likert and semantic differential).
- We will use the data collected from these questions to gather an average of the responses to understand the participant's overall reaction to the website.
- For the Likert scale, each value will be assigned a number:
  - Strongly Disagree - 1
  - Disagree - 2
  - Neutral - 3
  - Agree - 4
  - Strongly Agree - 5
- Open-Ended Questions:
  - We ask the users in the post-survey three things they like the most and three things they like the least about the website. We will count the number of instances each response appears and see if there are any common frequencies.

ANALYSIS

Analyzing Product Reaction Cards

Each participant will be asked to select cards. Then they'll be asked to choose their top 5 cards and explain why.

- We are mostly looking for qualitative data from the participants to understand what emotion that the website evokes. Our client originally asked that her new brand be educational, friendly, more personable, and professional; so we are looking to see if we captured that with the data we collect from the product reaction cards.
- We will also be able to capture quantitative data by counting the number of times each word is chosen to see if there are any cards that repeat themselves.

Categorizing Major & Minor Issues

The differentiation between major and minor issues will depend on the difficulty of completing a task from the task table. Even if a user finds a workaround to complete a task, that difficulty still indicates an ineffective process with a medium severity rating and still needs to be addressed. A major issue with a high severity rating would indicate a complete task failure, and that would need to be prioritized first. A minor issue would be anything that occurred outside of the task table, such as suggesting we change a button color, and is considered a low severity rating.

Communicating Test Results

We will provide our client with a PDF report that will summarize all of the pieces of data we collected from the usability testing. This report will include all responses from the pre and post test surveys as well as any significant findings we gather from our task table results. With a focus on qualitative data, we will also utilize word clouds (where words are larger if they are used more frequently) to display our findings from the product reaction cards which will allow our client to have a clear understanding of the emotion participants experienced when testing the website and seeing the branding for the first time.

ANALYSIS

Conclusion

In conclusion, the User Experience Research Plan for the Kindness Matters Ferret Rescue is designed to address the current challenges faced by users in navigating the website and accessing information without any issues. With a clear focus on establishing a strong brand identity and optimizing the website's functionality, our goal is to enhance the overall user experience and promote engagement.

Our goal is to gather feedback on the prototype website by interviewing individuals with ferret experience. The interview process, which includes a pre-survey to understand their background, a real survey navigating through the prototype, and a post-survey, is structured to gather insights into user preferences, experiences, expectations, and overall satisfaction. The task table, featuring success and failure ratings for each task along with detailed observations, will serve as a tool for evaluating the prototype's effectiveness in meeting user needs.

Overall, the findings from this User Experience Research plan will not only guide the improvement of the Kindness Matters Ferret Rescue website but also contribute to the establishment of a more compelling online presence. By incorporating user feedback, we hope to create a user-friendly platform that not only provides information effectively but also creates a sense of community and support for ferret owners. This research plan allows for further improvement, aligning the website with the needs and expectations of the ferret-loving community and advancing the mission of Kindness Matters Ferret Rescue.