

Experimental Protocol

Mobile UI Design Framework for Survey Operations (Phase 1, Study 1)

Thank you for your time today. My name is <Test Administrator's name>. I am a researcher in the U.S. Census Bureau Human Factors and Usability Research Group, and will be working with you on a usability study. A usability study is a research project that investigates how to make computer software easy to use. Our group evaluates the usability of the Census Bureau's computer software. For example, we evaluate how easy or difficult for a user like you to use the Census Bureau's website, and make recommendations based on your and others' experiences to improve its usability. So, your feedback is very important to us. I appreciate your participation.

Today, you will help evaluate some user interface design concepts for mobile devices. You will be asked to perform a few simple tasks using a smartphone and answer some simple questions. We will observe your performing the tasks. There are three parts in our today's session. First, you will do some paperwork and answer a few questions. Then you will participate in an experiment using a smartphone. After the experiment, we will wrap up with some final questions. The session will last about 90 minutes.

Before we start, there is a form I would like you to read and sign if you agree with it. It explains the purpose of this study and your rights as a participant. It also informs you that we would like to video- and audio-record the session to accurately document your experience. Only those of us who are involved in the project will have access to the recording. The recording will be solely used for research purposes. Your name will not be associated with the recording or any other data collected during the session.

[Hand consent form; give time to read and sign; sign own name and date.]

Thank you. Now I'd like you to fill out this demographic questionnaire.

[Hand the demographic questionnaire to P]

Thank you. I'd also like you to fill out this smartphone experience questionnaire.

[Hand the smartphone experience questionnaire to P]

Thank you. Before we move forward, I want to mention that any difficulties you may run into reflect the design of the product, not your skills or abilities. So, please do not blame yourself. Your comments and thoughts will help us to improve our products. Please do share with us both your positive and negative reactions to the products.

Now, we are about to start the experiment. You will use this smartphone to perform several tasks.

[Hand the smartphone to P]

I'd like you to practice with the smartphone a bit to get yourself familiar with it. Please open the calendar.

[Wait for P to open the calendar]

Good. Now I'd like you to read the Instructions.

[Hand the Instructions to P]

Great. Do you have any questions? (If no, go to the next step)

Ok, I'm now starting the video/audio recording.

[Start video/audio recording.]

Ok, let's start the experiment.

[P starts the experiment software]

[P completes the experiment]

Great. Thank you. Now, I'd like you to answer this question.

[Hand the debriefing question sheet to P]

Thank you. (Ask any additional questions based on P's performance)

[Hand P the voucher]

Can you please sign this form?

[After P signs the voucher, give P the cash]

Thank you again for your participation!