

Discussion Guide.

Please keep in mind that the actual discussion may deviate from the guide at times, as we want to create an authentic, participant-led conversation. While we have guiding questions prepared, these interviews are meant to be conversations and active exchanges of knowledge, ideas and opinions. We want to hear users' voices and perspectives so we can ensure the overall success of this design. As a result, not all questions may be asked or answered during the course of the interview, and questions will be tailored based on the interviewee(s).

Introduction.

Hi [participant], thank you for taking the time to test out some new designs with us related to publicly available data sets from CMS.

My name is Nicole and I will be leading the research session today. Today's session will take about 45 minutes. Please know that I'll be recording our conversation today so I can focus on what you're saying. These recordings are for research purposes only—nothing will be shared beyond the project team. Also, you will not be personally identified as a participant in this study.

I also have a few colleagues listening in who will be taking notes during the session. We work for a company called Huge that is collaborating with CMS (Centers for Medicare and Medicaid Services) on this research. We are not direct employees of CMS and welcome you to offer us your honest feedback during today's session.

To give you some background: we are working to redesign the experience users have when working with publicly available CMS data. Since you've identified yourself as someone who works with such datasets, we would like to get your open and honest feedback on whether the new designs make things easier for you. We'll ask you to accomplish a set of tasks with the new design and as you do so, try to put your mind on "speaker phone," telling us what you're thinking along the way. We may ask you some additional questions as we go to better understand your thinking. Because we are using a prototype today, not everything you see or interact with will be functional. If that happens, I'll ask you what you were expecting in that case.

We are not testing your ability in any way. There are no right or wrong answers. I am not a designer, so my feelings will not be hurt. We want to make sure the system works for you, so your honest feedback is welcome.

Do you have any questions before we begin?

Warm-up Questions: (5 minutes)

- Can you tell us a little bit about yourself? Where do you work?
- How would you describe your role?

- What areas and topics in healthcare does your work, research, or data analysis pertain to?

Design Validation: (35 minutes)

In a moment, I'm going to show you some new designs. I'll then ask you to complete a set of tasks using me as your hands—remember, this is not a test. We are looking to understand your thought process as you go through the task, so please put your mind on “speaker phone” as we go through this part.

Homepage

- What is your first impression of this page?
 - What is it for?
 - What can you do on this page?
- From here, how would you navigate to a topic that interests you?
 - Where would you look for this information?
 - What action would you perform?
 - Is there anywhere else you could go to get to a specific topic?

Topic Landing Page

- Let's say we clicked on this topic. What is your first impression of this page?
 - What is it for?
 - What can you do on this page?
- From here, how would you navigate to a specific dataset?
 - Where would you look for this information?
 - What action would you perform?
 - Is there anywhere else you could go to get to a specific dataset?

Search Results

- Let's say you typed in a term in the search box. What is your first impression of this resulting page?
 - What is it for?
 - What can you do on this page?
- How would you narrow down the results on this page to see a smaller list of items?
- What dimensions would you want to narrow the results by?
- How would you go to see the details of a dataset?

Data Details Page

- Let's say you clicked on a specific dataset. What is your first impression of this page?
 - What is it for?
 - What can you do on this page?
- Is this the information you were expecting to find on this page? Why or why not?
 - What's missing?
- How frequently would you look at this page?

Wrap-Up Questions: (5 minutes)

- How would you describe the new design we went over today?
- If there is one thing that you would change from your experience with

the designs you saw today, what would that be?

- What, if anything, haven't I asked you that you think we should discuss?
- May we reach out to you (and your teammates) in the future as we continue to evolve the CMS data ecosystem?
- Do you have any questions for me before we conclude?

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