

## Conservation Tool – Producer Interviews Moderator's Guide

**Moderator Name:**

**Note Taker Name:**

**Date and Time:**

**Participant ID (e.g., 001):**

# Introduction

## Welcome and Purpose

Thank you for taking some time to chat with us today.

Before we start, I wanted to give you a little information about what we're doing today and give you an opportunity to ask any questions before we get started.

We'd like to learn from your experiences as a producer regarding conservation. Specifically, we're interested in getting feedback on an online conservation resource we are working on. Your feedback will help us greatly create a resource for producers etc...

Now, I'll tell you more about the specifics of what we're doing today and your role in it and then give you a chance to ask questions before we get started.

## Participant's Role

- This is meant to be an informal discussion, so if you have any questions, comments or areas of confusion while we're speaking please let me know.
- What you'll be looking at is not a real site but just a design that's not fully interactive.
- During the interview, we will ask you general questions about your farming experience as well as read out some scenarios that may or may not apply to your farming experience directly. We will ask you to imagine that you're in the shoes of the person in the scenario and ask you to complete some tasks on their behalf.

- Participation in this discussion is voluntary so we can stop the interview at any point for any reason.
- I did not design this so you won't hurt my feelings if you have any criticisms
- Think out loud.

### **Verbal Consent**

This study will not be recorded and our notes will not be associated with your name or any of your personal information.

Do you agree to participate?

Do you have any questions before we begin?

### **Rapport building**

1. Tell us about your farming operations.
2. Do you currently, or have you in the past used any conservation practices on your farm?
3. *Have you worked with a conservationist before? If so, describe your experience.*
4. Have you ever used a conservation resource online? If so, which ones have you used?
  - a. How do you go about learning?

How would you describe yourself?

Share screen

Send them the link: <https://metrostarsystems.invisionapp.com/share/FTUDR9JMP23>

Close information

### **Prototype Testing Questions**

**[ conservation landing page]**

Without clicking on anything, what do you think this page is about?

What can you do here?

Would that information be of interest to you?

**[while still on the landing page]**

**Scenario 1** - Imagine that you're a new/beginning farmer you're having issues with holes appearing on your farm land and preventing you from being able to plant on it. Find information that will help you understand the issue better.

**[while on Soil landing page]**

Take some time to look around this page. What are your initial thoughts?

- *Prompt for opening accordions and print if appropriate.*

**[while on Soil landing page or once they have gotten to the review page]**

**Scenario 2** - Now let's imagine that you also remember that you're having some issues with your cattle and not having enough places to hide from the elements, such as sun and storms. Find/add information that will help you understand the issue better. ***Then find a place where you can get more help in-person.***

*If they have already added things to the right rail, we can rephrase the tasks as you want to add more concerns to the list on the right.*

[ correct answer = inadequate livestock shelter ]

**[Review your list page]**

What would you do with this information in your real life?

Let's imagine you're a producer from Fresno California, how would you find your local conservation office?

**Final questions**

What is your overall impression of this website?

If you could change anything or add anything, what would it be?