

## Usability Instrument

### MODERATED TASK BASED USABILITY TEST 1

Audience: General

OMB Control Number:0925-0648

Expiration Date: 05/31/2021

Public reporting burden for this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0648). Do not return the completed form to this address.

**TASK 1: Please explore the following page: (URL: <https://www.nlm.nih.gov/exhibition>) and share your initial impressions and your thoughts out loud.**

**Follow-up questions:**

- What is this site about?
- Who is this site intended for?
- What type of site is this? (i.e. commercial, corporate, government, cultural institution/museum, etc.)
- What organization does this site represent?
- Is there any additional information you expected or would like to see on the home page?
- Any additional functionality you expected or would like to see on the home page?
- Any additional comments on content or design?

**TASK 2: Starting from the home page, please find the exhibit "From DNA to Beer" (If the participant does not start with the Exhibition page, redirect them to find the Exhibition page for the following questions)**

**Follow-up questions:**

- Is the navigation on this page easy to use for you?
- How would you expect to look for an exhibition (i.e. by name, topic, date, etc.)
- When you hover over the image "From DNA to Beer" there is a link for "view site" and "more info."

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What information would you expect if you clicked on those links?

**TASK 2a: Please choose “More Info” and review the page**

**Follow-up questions:**

- Is this page relevant to you?
- Would you rather just have a link to the site?

**TASK 2b: Please choose “Find This Exhibition Near You”**

**Follow-up questions:**

- Is this page relevant to you?
- Is this information important to you?
- How would you use this information?
- How would you want to search for an exhibition near you?

**TASK 3: Please feel free to continue to explore the site. Is there any other feedback you would like to share?**

**TASK 4: Please visit the following site: <https://www.loc.gov/exhibits/all/> and share your initial impressions and your thoughts out loud. (additional websites: <https://www.loc.gov/exhibits/all/> and <https://www.archives.gov/exhibits>)**

**Follow-up questions:**

- Does the home page offer enough information?
- Is this information important to you?
- Is there any additional information you expected or would like to see on the home page?
- Any additional functionality you expected or would like to see on the home page?
- Any additional comments on content or design?
- What information do you expect to see if you click on the “Learn More” and “View Online” links?

**TASK 5: Are there any other sites that feature online exhibitions that you enjoy?**

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**Follow-up questions:**

- If so, which ones and why?
- What are the most important features/functionality that you want to see on a website with online exhibitions?
- What is the most important information you want to see on a home page?

**TASK 6:** Any other thoughts or comments you would like to share?

**TASK 7:** Please complete the following survey at: (URL TBD)

## MODERATED TASK BASED USABILITY TEST 2

Audience: Educators

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**TASK 1: Please explore the following page: (URL: <https://www.nlm.nih.gov/exhibition>) and share your initial impressions and your thoughts out loud.**

**Follow-up questions:**

- What is this site about?
- Who is this site intended for?
- What type of site is this? (i.e. commercial, corporate, government, cultural institution/museum, etc.)
- What organization does this site represent?
- Is there any additional information you expected or would like to see on the home page?
- Any additional functionality you expected or would like to see on the home page?
- Any additional comments on content or design?

**TASK 2: You were told that there is a health education lesson plan for the exhibit George Washington and Medicine for grades 7-9. Please find this.**

**TASK 3: Please explore the Education Resources page some more and share your thoughts on how you would look for resources.**

**Follow-up questions:**

- What kind of online resources would be valuable to you?
- What does "online resources" mean to you? What would you expect to find?

- What would be the most intuitive way for you to view health information from the National Library of Medicine, Exhibitions and education resources?
- Is the level of the resource important to you?
- Is the type of resource important to you?
- Are the images on this page important to you?

**TASK 4: Tell me more about how you find and evaluate online resources for your class.**

**Follow-up questions:**

- What kind of resources do you typically look for?
- What kind of resources would be most helpful to you?
- What format or medium would you want the resources to be in?

**TASK 5: Please feel free to continue to explore the site. Is there any other feedback you would like to share?**

**TASK 6: Please visit the following site: <http://nmai.si.edu/nk360/resources.cshtml> and share your initial impressions and your thoughts out loud.**

**Follow-up questions:**

- Does the page offer enough information?
- Do you like the sorting functionality?
- What other ways would you want to be able to sort the resources?
- Is there any additional information you expected or would like to see on the page?
- Any additional functionality you expected or would like to see on the page?
- Any additional comments on content or design?

**TASK 7: Are there any other sites that feature online education resources that you enjoy?**

**Follow-up questions:**

- If so, which ones and why?
- What are the most important features/functionality that you want to see on a website with

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education resources?

- What is the most important information you want to see on the page?

**TASK 8:** Any other thoughts or comments you would like to share?

**TASK 9:** Please complete the following survey at: (URL TBD)

## MODERATED TASK BASED USABILITY TEST 3

Audience: Librarians

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**TASK 1: Please explore the following page: (URL: <https://www.nlm.nih.gov/exhibition>) and share your initial impressions and your thoughts out loud.**

**Follow-up questions:**

- What is this site about?
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- Is there any additional information you expected or would like to see on the home page?
- Any additional functionality you expected or would like to see on the home page?
- Any additional comments on content or design?

**TASK 2: You are interested in booking the Graphic Medicine exhibit. Please find the information you need to do this.**

**Follow-up questions:**

- Did you find what you expected to find?
- Is there any additional information or functionality you would like to see?
- Is this easy to use?

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**TASK 3:** Please explore other sections of the page such as “Title” and “Theme”

**Follow-up questions:**

- Please comment on how useful you find the information offered such as the itinerary.
- Is it useful to view the exhibitions by themes or titles?

**TASK 4:** Please feel free to continue to explore the site. Is there any other feedback you would like to share?

**TASK 5:** Please complete the following survey at: (URL TBD)



**LIBRARIAN INTERVIEW - TEST 4****Audience: Librarians**

1. Please describe your ideal online experience.
2. What is the best commercial reservation booking experience (eg: Open Table, Ticket Master, Kennedy Center, etc.)
3. Please visit the following URL: <https://www.nationalgeographic.org/traveling-exhibitions>

**Follow-up questions:**

- Does the page offer enough information?
- Do you like the map and the information it offers?
- Is there any additional information you expected or would like to see on the page?
- Any additional functionality you expected or would like to see on the page?
- Any additional comments on content or design?

4. Please visit the following URL: <https://www.sites.si.edu/s/?tabset-93d50=2> and the following page: <https://www.sites.si.edu/s/topic/0TO36000000aIGbGAM/a-new-moon-rises>

**Follow-up questions:**

- Does the page offer enough information?
- Do you like the map and the information it offers?
- Is there any additional information you expected or would like to see on the page?
- Any additional functionality you expected or would like to see on the page?
- Any additional comments on content or design?

5. Please visit the following URL: Exhibits USA: <https://eusa.org/> <https://eusa.org/exhibition/aloha-shirt/> , etc)

**Follow-up questions:**

- Does the page offer enough information?
- Do you like the map and the information it offers?
- Is there any additional information you expected or would like to see on the page?

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- Any additional functionality you expected or would like to see on the page?
  - Any additional comments on content or design?

**6. Are there any other online booking sites that you enjoy?**

**Follow-up questions:**

- If so, which ones and why?
- What are the most important features/functionality that you want to see on traveling exhibition booking website?
- What is the most important information you want to see on the page?

**7. What other traveling exhibition booking sites are useful and why?**

## Online Survey for Moderated Task-Based Tests 1, 2 & 3

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**Have you visited the websites shown for testing before today?** (Yes, No)

**Please consider the Exhibition Program website for the following questions:**

1. Was the website easy to use? (1- strongly disagree to 5- strongly agree)
2. It is easy to navigate within the website. (1- strongly disagree to 5- strongly agree)
3. It is easy to find the information I need. (1- strongly disagree to 5- strongly agree)
4. The information provided by the website is easy to understand. (1- strongly disagree to 5- strongly agree)
5. The organization of information on the websites pages is clear. (1- strongly disagree to 5- strongly agree)
6. This website has all the functions and capabilities I expect it to have. (1- strongly disagree to 5- strongly agree)
7. The information on the website is credible and trustworthy. (1- strongly disagree to 5- strongly agree)
8. I am likely to recommend this website to a friend or colleague. (1- strongly disagree to 5- strongly agree)
9. I found the website to be attractive. (1- strongly disagree to 5- strongly agree)
10. I will likely visit this website in the future. (1- strongly disagree to 5- strongly agree)
11. The website has a clean and simple presentation. (1- strongly disagree to 5- strongly agree)
12. Overall, I am satisfied with this website. (1- strongly disagree to 5- strongly agree)
13. Please share any other feedback that you feel will help improve the site. S (multi-line text field)
14. Select all the words that are descriptive of the website you just evaluated. (checkboxes)

- Accessible
- Advanced
- Annoying
- Appealing
- Approachable
- Attractive
- Boring
- Businesslike
- Busy
- Calm
- Clean
- Clear
- Collaborative
- Comfortable
- Compatible
- Compelling
- Complex
- Comprehensive
- Confident
- Confusing
- Connected
- Consistent
- Controllable
- Convenient
- Creative
- Customizable
- Cutting edge
- Dated
- Desirable
- Difficult
- Disconnected
- Disruptive
- Distracting
- Dull
- Easy to use
- Effective
- Efficient
- Effortless
- Empowering
- Energetic
- Engaging
- Entertaining
- Enthusiastic
- Essential
- Exceptional
- Exciting
- Expected
- Familiar
- Fast
- Flexible
- Fragile
- Fresh
- Friendly
- Frustrating
- Fun
- Gets in the way
- Hard to use
- Helpful
- High quality
- Impersonal
- Impressive
- Incomprehensible
- Inconsistent
- Ineffective
- Innovative
- Inspiring
- Integrated
- Intimidating
- Intuitive
- Inviting
- Irrelevant
- Low maintenance
- Meaningful
- Motivating
- Not secure
- Not valuable
- Novel
- Old

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- Optimistic
  - Ordinary
  - Organized
  - Overbearing
  - Overwhelming
  - Patronizing
  - Personal
  - Poor quality
  - Powerful
  - Predictable
  - Professional
  - Relevant
  - Reliable
  - Responsive
  - Rigid
  - Satisfying
  - Secure
  - Simplistic
  - Slow
  - Sophisticated
  - Stable
  - Sterile
  - Stimulating
  - Straightforward
  - Stressful
  - Time consuming
  - Time saving
  - Too technical
  - Trustworthy
  - Unapproachable
  - Unattractive
  - Uncontrollable
  - Unconventional
  - Understandable
  - Undesirable
  - Unpredictable
  - Unrefined
  - Usable
  - Useful
  - Valuable