MCHB Tree Test Plan

About

This tree testing plan outlines our approach for usability testing on the updated information architecture of the [MCHB website](#).

Tree testing is a research method that asks users to find where they would expect specific content to be in the navigation. This method helps test the updated information architecture, determine how easy or difficult it is for users to find topics, and ensure that navigating the new website sections will be easy and intuitive. Finally, we will use the results to iterate and improve the information architecture.

Participants

- Test participants will ideally include **30-50 total participants** representing current or potential MCHB grantees and State Maternal and Child Health Organizations (equal sampling is not important for this type of test).
- MCHB is responsible for participant recruitment.
- Forum One will draft recruitment documents and support MCHB through the recruitment process.
- If MCHB cannot recruit the required number of participants, Forum One will recruit similar participants through usability testing platforms like Optimal Workshop.

Participants will be sent a link to the test on [Optimal Workshop](#) in the initial recruitment email from MCHB. Participants will be able to begin the test at any point while it is open. Forum One can adjust when the test is open as needed.

Approach

- Testing will occur between **05/9 - 05/27** contingent on OMB approval. Tests will be unmoderated and will not be recorded.
- Sessions will last approximately **15 – 20 minutes.**
- Optimal Workshop will capture results and be available for Forum One to view after each test session.

Reporting

After analysis, Forum One will create a findings presentation covering key highlights, successful navigation updates, and commonly incorrectly-located content. Forum One will present the recommendations to HRSA OC and MCHB and discuss how the findings may impact site map changes and content strategy.