

Ryan White HIV/AIDS Program Tree Testing Plan

About

This tree testing plan outlines our approach for usability testing on the updated information architecture of the Ryan White HIV/AIDS Program (RWHAP) 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. 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 HAB grant recipients and members of the HIV community (equal sampling is not important for this type of test).
- The HIV/AIDS Bureau (HAB) is responsible for participant recruitment.
- OC/Forum One will draft recruitment documents and support HAB through the recruitment process.
- If HAB cannot recruit the required number of participants, Forum One will recruit similar participants through usability testing platforms like Optimal Workshop.

HAB will send participants a link to the test on [Optimal Workshop](#) in the initial recruitment email. Participants will be able to begin the test at any point while it is open. Forum One can extend the time period when the test is open as needed.

Approach

- Testing will occur between **September 26 - October 21**, 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 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 content that was difficult for users to find. Forum One will present the recommendations to HRSA OC before sharing with, HAB. Forum One will discuss how the findings may impact site map changes and content strategy.

Recruitment Email

Subject: Ryan White HIV/AIDS Program Website Usability Study Opportunity

Hello [NAME],

We are evaluating the new structure of the updated Ryan White HIV/AIDS Program website to ensure that it's easy to use and helps users accomplish their tasks. That's where you come in! We'd love your help trying it out.

What will you expect me to do?

During the online activity you will complete a series of tasks on the [OptimalWorkshop](#) website. Your participation will be anonymous.

How long will the activity take?

You can expect the usability activity to take 15-20 minutes.

When will the study take place?

You can do the activity online at any time, between September 26 and October 21, 2022.

How do I participate?

To start the activity, please go to [LINK to the OW test].

If you have any questions, please let me know. We recognize this is a busy time and greatly appreciate your consideration.

Thank you and have a great day,
[Name]

Participants Tracking

Invites sent	0
Tests completed	0
Tests abandoned	0