

# 2021 seed.nih.gov Website Usability Survey

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## 2021 seed.nih.gov Website Usability Survey

### A. MODERATOR QUESTIONS BEFORE STARTING USABILITY TESTING

A1. What is your role at your current job?

A2. How many years have you been working in your role?

A3. How often do you use the current SBIR website: Daily, Weekly, Monthly, Yearly

### B. MODERATOR INSTRUCTIONS

\* We're going to have you use a prototype of the new SEED website. We are recording responses to determine what changes need to be made, if any, to the current design.

\* We would like you to use it as you normally would, but note that we would prefer observing how you navigate the site unless you are specifically asked to search – but let us know if search would be your first thought for any of the tasks.

\* We are not testing you, we're testing the design of our website.

\* We want honest feedback, so let us know what was easy or hard to use.

\* You won't offend us, so please tell us if something doesn't make sense to you. We want it to work well.

\* If you have questions while using the site, feel free to ask but I can't acknowledge them right away because I don't want to influence you as you use the site.

\* We ask that you think aloud. Tell us what you're thinking and what you're doing.

\* Please keep in mind that there is more than one correct answer for many of the tasks we will go through today. We just want to learn what would make the most sense to you.

\* Please navigate to <https://stage.seed.nih.gov/> and share your screen.

\* Please read the first task aloud and then begin.

### C. PARTICIPANT TASKS

C1. Now we're on the homepage of the SEED website.

C1a. Without clicking on anything just yet, can you tell me your initial reactions to this site?

C1b. What does the appearance of this page tell you about the site's purpose and its creators?

C1c. What kind of information do you see here? What do you think you can accomplish on this site?

C1d. If you were exploring, what would you click on first?

C2. Next, I am going to ask you to complete various tasks on this site. Remember that there are no wrong answers. If a task is difficult to complete, that just lets us know that certain areas may need to be improved. Please remember to think aloud as much as you can. You can let me know when you feel you've accomplished the task.

C2a. **Is my company eligible for a small business award?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2b. **What do I need to have to apply?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2c. **Are there any small businesses in my city that have NIH awards?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.d. **What kind of products have come out of the small business program?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.e. **When is my application due?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.f. **What is TABA? Can my company get it?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.g. **How do I know who to talk to about my project on surgical device technologies?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.h. **I'm interested in funding projects on ALS – where would I find those?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.i. **How long does it take to find out if I/a company receive(s) a grant? From then, how long until the money is disbursed?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.j. **Where can I learn more about NIH companies – the products they are creating and where they are in the product development pipeline?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.k. **Do small businesses have any avenues to seek special COVID funding?**

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.l. **What do I do if I already have data on my project?**

- How useful is the information for completing this task? What was confusing or misleading?

- What do you think should be changed? What should be included?

C2.m. What kind of business support is provided to start ups?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.n. I think I have an idea for a product. How do I test the waters – without losing my academic position?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.o. I'm not sure what kind of animal and/or human studies will be required to get my project onto the market. Who can help me figure that out?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.p. My prototype is solid – but I don't know how we will manufacture it. Is there any support/funding that will help my company learn about what we will need to manufacture/scale up?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.q. I am interested in serving as a reviewer for Small Business awards. Who do I contact?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.r. How can I tell if this commercialization plan is addressing the most pertinent issues?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.s. How likely is it that an African-American owned business will receive a small business award?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.t. I'm nervous about submitting an application to NIH. What resources are there to help me with my first one?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.u. What does proof of concept mean?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.v. What is SEED?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

C2.w. I went to BIO 2019 and heard a company speak. They said NIH funded them. Is there any way to look them up?

- How useful is the information for completing this task? What was confusing or misleading?
- What do you think should be changed? What should be included?

#### D. POST-TEST QUESTIONS

- D1. What was your overall impression the pages we reviewed today?
- D2. How would you rank these pages based on how easy it was to use, using a scale from 1 to 7 where 1 is very *difficult* to use and 7 is very *easy* to use?
- D3. What did you like the most? The least?
- D4. What other information would you expect to see on this website?
- D5. Were any of the features or links on the pages confusing to you?
- D6. Do you have any other feedback?
- D7. Do you have any last comments about all the pages we've reviewed today or your experiences with them?

That concludes our session today. Thank you for your time and feedback. Your input is very valuable in helping us improve the site.