

The BRAIN Initiative - Usability Test

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- moderated
- semi-structured

Welcome

The BRAIN Initiative is committed to enhancing the user experience on our website to ensure that our visitors can easily access the information they need.

To achieve this, we are conducting a usability study to gather insights into how it might be more user friendly.

The survey should take about 20 minutes to complete. Thank you for your participation and input.

Consent

I'll be taking notes of your actions and comments.
All data is anonymous and will be aggregated.
May I have your consent to proceed?

Directions

I'm going to give you some short scenarios that ask you to search and locate a few things on the site while thinking aloud, then I'll ask you to share your thinking about the process and any additional ideas or thoughts you might have. Please say everything that comes to mind along the way. Ready?

Questions:

1. How would you describe your role?
2. How would you describe your career stage?
3. Have you received any awards from The BRAIN Initiative, NIH, NSF, DARPA, IARPA, FDA, or another institute?
4. Scenario: Imagine you are a researcher interested in finding current funding opportunities.
Task: Starting from the homepage, search for current funding opportunities related to your research interests.

Follow up questions:

Was the path you expected from the homepage successful?
Was it easy to navigate the site?
Easy to filter?
Efficient (fairly quick)?
Effective (found results)?
Got lost on the site? If so, where?
Other?
What might make the search for funding more effective or efficient?

5. Scenario: You have heard about upcoming conferences and meetings, and you want to attend one.
Task: From the main menu, find an upcoming conference or meeting that interests you.

Follow up questions:

What worked well in locating the Events?
What might make the search for Events more effective or efficient?

6. Scenario: Now you want to stay updated on the latest news and updates from The BRAIN Initiative, as well as any important research findings or developments.
Task: Explore the website to find news and updates both about and from The BRAIN Initiative.

Follow up questions:

Homepage
BRAIN Blog

News
Director's Corner
About page
Other?
Other?

7. Scenario: You are considering participating in a research program within The BRAIN Initiative, and you want to find more information on the available programs and their focus areas.

Task: Search for information on a specific program or research focus area, starting from the homepage.

Follow up questions:

Was the path you expected from the homepage successful?
Was it easy to navigate the site?
Easy to filter?
Efficient (fairly quick)?
Effective (found results)?
Got lost on the site? If so, where?
Other?
What might make the search for Program information more effective or efficient?

8. Scenario: You are preparing to submit a grant application and have been informed that the Plan for Enhancing Diverse Perspectives is a required component of the application process.

Task: Locate the Plan for Enhancing Diverse Perspectives on the website.

Notes taken:

Step 1
Step 2
Step 3
Step 4
Step 5
Step 6
Other?

9. What did you like most about The BRAIN Initiative website?

10. What would you like to see changed or added to The BRAIN Initiative Website?
11. Now that you have had a chance to explore the site a bit. What are some reasons you would come back to The BRAIN Initiative website in the future?
12. Is there anything else you'd like to share regarding the website or the overall experience?