

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.

Unmoderated tree testing is a research method used to assess the effectiveness of a website's information architecture by asking users to find specific content in the navigation. This method allows for evaluation of how easy or difficult it is for users to locate topics, ensuring that navigating the new website sections will feel intuitive and natural, and ensuring that the website meets the needs of its intended audiences.

The test script contains the pre- and post-test questions, along with the test tasks.

Participants

Test participants will ideally include a total of 30 to 50 individuals, including current or potential RWHAP grantees, representatives from partner and stakeholder organizations, and members of the wider RWHAP community (equal sampling is not important for this test).

Recruitment

- The HIV/AIDS Bureau (HAB) will promote the usability study by including a brief description and a link to the Optimal Workshop test in their electronic newsletter. The newsletter will be distributed to HAB's subscriber list to increase visibility and participation.
- In the event that the first newsletter campaign does not yield the required number of participants, HAB will send a second electronic newsletter to HAB's subscriber list.
- HAB will continue the recruitment email campaign until the minimum number of participants is met.

Approach

Participants will be able to begin the test at any point while it is open. IQ Solutions can extend the time period when the test is open as needed. Once 50 completed tests are reached, the online test will automatically become unavailable.

- Testing will occur in **April - May 2023**, contingent on OMB approval. Tests will be anonymous, unmoderated, and will not be recorded.
- Sessions will last approximately **20 to 25 minutes**.
- Optimal Workshop will capture results for IQ Solutions to view after each test session.
- The Optimal Workshop test will be configured to automatically shut down when the maximum number of completed tests (50) is achieved.

Reporting

After testing is completed, IQ Solutions will conduct an analysis and create a comprehensive findings report that includes key highlights, successful navigation updates, and areas where users had difficulty finding content. The report's findings and data will inform the plan and scope of the moderated usability testing that will follow. The combined results from both testing phases will be used to produce a final usability study report and presentation with recommendations on usability improvements. IQ Solutions will then discuss the findings and recommendations with HRSA Office of Communications (OC) before sharing them with HAB.

Recruitment Email

{Subject} The Ryan White HIV/AIDS Program (RWHAP) Website Virtual Usability Study

Hello {NAME},

The HIV/AIDS Bureau (HAB) within the Health Resources and Services Administration is conducting research on our newly launched website to ensure that it is as useful as possible. You can help us by participating virtually at any convenient time. This study is anonymous, and no personal information will be captured. It should take approximately 20 to 25 minutes to complete.

To participate, please navigate to this site at any convenient time: {add Optimal Workshop link}.

You will be asked to find specific content items and will be presented with a list of links. Your responses will help us to organize the website's content and make it more user-friendly for everyone. We understand that your time is valuable and appreciate your consideration in participating in this study.

If you have any questions regarding this virtual usability study, please feel free to contact me at amisunin@hrsa.gov.

Thank you in advance for your interest and have a great day.

Sincerely,

Aleksandr Misunin | Lead UX Designer

Recruitment Tracking

Event	Number of contacts	Date	Responses