

SCREENER



Chad Andrew Powell
Chief Creator
chad@chadcostudio.com
251.269.2775

Name:

Email:

Phone:

Address:

City:

State:

Zip:

Recruiter:

Date:

SCREENER GUIDE

Thank you very much for participating in our research and design project. Please review the following for important information on our recruiting processes.

OVERALL OBJECTIVE

Boy with a Ball (BWAB) is an international non-profit organization that pairs college age mentors, up with inner-city or under-served youth, facilitating leadership and growth opportunities. BWAB is looking to understand the funnel of their platform's user base to help determine design decisions or changes to better serve their organization. We would like to focus on the funnel of potential donors and volunteers, who may be able to extend the reach of Boy With a Ball's platform, and increase the opportunity for impact around the world.

THE RESEARCH

We will be asking the participants to complete two timed tasks, focusing on making a donation, and signing up to volunteer with the organization. We will also be asking participants a series of interview questions to gauge their reactions to the experiences they just completed. These combined activities should take about 30 minutes to complete. Task analysis and interviews will take place at ChadCo Studio's Design Research and Usability Lab.

Each participant should be comfortably sat at a table, with a computer in front of them. The researcher will also be seated in a position to observe tasks, take notes, ask follow up questions, and record the session with documented permission from the participant.

RECRUITING GUIDELINES

Refer to and remind participants of the following as necessary during the study:

- The research conducted is being sponsored by Boy With A Ball.
- Please do not be pushy or rude. If you sense a respondent isn't interested in participating, do not force them. We are looking for candidates that are personally motivated to contribute.
- Do not recruit anyone who seems to have difficulty with speaking or understanding English. Video and audio recording will be necessary and used for reference, so only fluent English speakers are needed.
- Please be sure that the potential participant is articulate and comfortable expressing themselves.

RECRUIT NUMBER & LOCATION

We are seeking 4 participants who live in the San Antonio, TX area.

TIMING

This will be a tight deadline with recruitment to occur between July 17 and July 24, 2019. The interview and task analysis sessions should last around 30 minutes and no follow up is expected at this time.

IMPORTANT: Participants must be willing to participate in both research activities to

RECRUITER SCRIPT

Hello, I'm _____ and I'm conducting research for an organization called Boy with a Ball. We are researching the user experience of their current website, and looking for opportunities to enhance core functionality of the site.

QUESTIONS

1. Do you have a personal web device (i.e. smartphone, tablet or personal computer) (Select One)
No – **DISMISS**
Yes – **PROCEED TO QUESTION 2**
2. Which of the following web connected devices do you own? (Select All That Apply)
iPhone – **PROCEED TO QUESTION 3**
Android Phone – **PROCEED TO QUESTION 3**
iPad Tablet – **PROCEED TO QUESTION 3**
Android Tablet – **PROCEED TO QUESTION 3**
Smart TV – **PROCEED TO QUESTION 3**
Other _____ – Unless phone, tablet, desktop, laptop or computer specified **DISMISS**
If phone, tablet, desktop, laptop or computer specified **PROCEED TO QUESTION 3**
None of the Above – **DISMISS**
3. How often have you accessed the internet this week? (Select One)
1 Hour or Less – **DISMISS**
Between 1 and 5 Hours – **PROCEED TO QUESTION 4**
Between 5 and 10 Hours – **PROCEED TO QUESTION 4**
10 Hours or More – **PROCEED TO QUESTION 4**
4. What is your age group? (Select One)
Less than 18 – **DISMISS**
18-24 – **PROCEED TO QUESTION 5**
25-32 – **DISMISS**
32-44 – **DISMISS**
45-65 – **PROCEED TO QUESTION 5**
65-85 – **PROCEED TO QUESTION 5**
86 or Older – **DISMISS**

5. What is your highest level of education? (Select One)

Less than High School – **DISMISS**

Some High School – **DISMISS**

High School or Equivalent (i.e. GED) – **DISMISS**

Currently Enrolled in College Courses – **PROCEED TO QUESTION 8**

Associate Degree – **PROCEED TO QUESTION 8**

Bachelor's Degree – **PROCEED TO QUESTION 8**

Masters Degree – **PROCEED TO QUESTION 8**

Doctorate Degree – **PROCEED TO QUESTION 8**

6. What is your total annual household income? (Select One)

Less than \$25,000 – **PROCEED TO QUESTION 7**

\$25,000 to \$34,999 – **PROCEED TO QUESTION 7**

\$35,000 to \$49,999 – **PROCEED TO QUESTION 7**

\$50,000 to \$74,999 – **PROCEED TO QUESTION 7**

\$75,000 to \$99,999 – **PROCEED TO QUESTION 7**

\$100,000 to \$149,999 – **PROCEED TO QUESTION 7**

\$150,000 or More – **PROCEED TO QUESTION 7**

Don't know, Choose not to answer – **DISMISS**

7. Have you ever made a financial contribution to or monetarily supported any of the following?
(Select All That Apply)

Community Service – **PROCEED TO QUESTION 7A**

Mentorship Programs – **PROCEED TO QUESTION 7A**

Service Opportunities – **PROCEED TO QUESTION 7A**

Leadership Opportunities – **PROCEED TO QUESTION 7A**

Non-Profit Organizations – **PROCEED TO QUESTION 7A**

Community Involvement Organizations – **PROCEED TO QUESTION 7A**

Child Development Programs – **PROCEED TO QUESTION 7A**

None of the Above – **DISMISS**

7A. How recently did you make a contribution to a community, mentorship, service, leadership, non-profit, or child development program? (Ideal candidate has made contribution within last 12 months.) – **PROCEED TO QUESTION 7B**

7B. Did you make a one time gift, or recurring donation? (For Demographic Purposes Only) – **INVITE TO STUDY**

8. Are you currently interested in any of the following? (Select All That Apply)

Community Service – **PROCEED TO QUESTION 9**

Mentorship Programs – **PROCEED TO QUESTION 9**

Service Opportunities – **PROCEED TO QUESTION 9**

Leadership Opportunities – **PROCEED TO QUESTION 9**

Non-Profit Organizations – **PROCEED TO QUESTION 9**

Community Involvement Organizations – **PROCEED TO QUESTION 9**

Child Development Programs – **PROCEED TO QUESTION 9**
None of the Above – **DISMISS**

9. Are you currently serving or participating in any of the following? (Select All That Apply)

Community Service – **PROCEED TO QUESTION 9A**
Mentorship Programs – **PROCEED TO QUESTION 9A**
Service Opportunities – **PROCEED TO QUESTION 9A**
Leadership Opportunities – **PROCEED TO QUESTION 9A**
Non-Profit Organizations – **PROCEED TO QUESTION 9A**
Community Involvement Organizations – **PROCEED TO QUESTION 9A**
Child Development Programs – **PROCEED TO QUESTION 9A**
None of the Above – **INVITE TO STUDY**

9A. How recently did you serve or participate in a community, mentorship, service, leadership, non-profit, or child development program? (For Demographic Purposes Only) – **INVITE TO STUDY**

INVITATION INFORMATION

Thank you for your interest. Based on your responses we would like to invite you to participate in our research study to help improve the donation and volunteer experiences of Boy With A Ball. By providing your personal experiences with us, you will help us uncover expectations, desires, and even recommendations for future iterations of Boy With A Ball's digital properties.

If you are interested in participating in this study, we will request that you participate in two concurrent activities:

- 1. Task-Analysis:** we will ask you to perform a certain task, while we observe and take notes. We may ask a follow-up question or two in order to make certain we understand your process.
- 2. Interview Questions:** we will ask you a series of interview questions based on the tasks you recently completed.

Are you willing and able to participate in both of these activities?

Yes – **CONTINUE**

No – **THANK & DISMISS**

THANK YOU & NEXT STEPS

Thank you for your time. We look forward to learning from you during our activities. A follow-up email will be sent to you within the next week. Activities will take place during the week of July 22, 2019. Your participation is highly valued and we look forward to working with you.

