

MODERATOR'S GUIDE

FOR TASK ANALYSIS & FOLLOW-UP



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Participant Name:

Test Date:

Moderator:

INTRODUCTION ◀ (5 minutes)

I'm (Moderator First Name) and I'll be doing research today for a company called Boy With A Ball. Thanks for agreeing to meet with me and answer a few questions. I wanted to mention that I'll be recording today, so I wanted to you to read through this consent form and let me know if you have any questions.

Review Informed Consent

BEGIN RECORDING

RESEARCH OVERVIEW ◀

For today's session, I will be asking you a few questions about some of your personal interests and activities. I'll also be asking you to perform a simple task within a website environment, then ask some follow-up questions regarding your experience. There are no right or wrong ways of doing things, and no wrong answers. I'd love for this to be a conversation, so please feel free to stop me and ask questions or clarify anything if I'm not making sense. If you're ready, we'll go ahead and get started!

VOLUNTEER & DONOR WARM-UP QUESTIONS ◀ (5 minutes)

1. How often would you say you use the internet?
2. How are you usually accessing the web?
3. Can you tell me about a time when you gave back to or influenced your community in some way?

VOLUNTEER TASK & INTERVIEW QUESTIONS ◀ (15 minutes)

Next, I am going to show you a web page for a company called Boy With A Ball and ask you some general thoughts around what you see.

1. What are your initial thoughts?
2. Is there anything else you would like to learn?

Follow Up: How might you go about finding that information?

I would like to ask you to perform a small task within this website: Please show me how you might go about volunteering to serve with this program. *(Moderator should note time taken.)*

1. On a scale from 1-10, where 1 is not difficult at all, and 10 is incredibly difficult, how difficult did you find that process to be?
2. What other information might you need before deciding to participate in this program?
3. Where might you expect to find that information?
4. How might you expect to learn that a program like this one exists within your community?

DONOR TASK & INTERVIEW QUESTIONS ◀ *(15 minutes)*

I am going to show you a web page for a company called Boy With A Ball and ask you some general thoughts around what you see.

1. What are your initial thoughts?
2. Is there anything else you would like to learn?
Follow Up: How might you go about finding that information?

Next, I would like to ask you to perform a small task within this website: Please show me how you might go about making a donation to this program. *(Moderator should note time taken.)*

1. On a scale from 1-10, where 1 is not difficult at all, and 10 is incredibly difficult, how difficult did you find that process to be?
2. What other information might you need before deciding to make a donation to this program?
3. Where might you expect to find that information?
4. How might you expect to learn that a program like this one exists within your community?

COOL DOWN ◀ *(2 minutes)*

Our session is almost finished. Do you have any thoughts or questions that you would like to share with me before we wrap up?

WRAP UP ◀ *(1 minute)*

Thank you so much for sitting down with me today, I really appreciate your time and your answers are going to be very helpful as we build a better web experience for Boy With A Ball's donors and volunteers. I'll see you out.

END RECORDING

