Testing in the Office:

quick usability feedback from colleagues

Moderator’s guide

This is a moderator’s guide for getting quick usability feedback on ballot designs. Notes to the moderator/interviewer are gray. Things for the moderator to say to the participant are black. The idea is that you’re working with colleagues in your office.

# Session Script: [Name County] What Usability Testing

## Overview of the Session (1 minute)

We’re from the Election Department. We’re looking at some [forms/document/etc.] we’ve designed to see if we need to make any changes and we could use your help. Can we have 10 minutes of your time?

Read this to each participant:

“Thank you for agreeing to participate. Today, we’d like to get your feedback about the [ form, document or ballot you are working on] We are trying to understand how well the it works.

For the next few minutes, I'd like you to act as if you are [task: voting in a real election as you use this ballot]. I'll watch you doing that and take some notes.

When you have finished [task], I’ll ask you some questions about your experience. Do you have any questions at this point?”

## About the Participant (1 minute)

You don’t have to ask the full set of demographic questions, but it’s instructive to start off with a few questions about their habits as a voter.

First, a few questions about you:

Are you registered to vote? 🞏 Yes 🞏 No

What was the last election you voted in? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ask any other questions relevant to the testing context, such as whether they are a poll worker, have ever been a candidate, have voted by mail and so on.

## Tasks (up to 6 minutes)

Assuming you’re testing a ballot design:

* Have the participant sit/stand at the voting station. Make adjustments as necessary for people with disabilities.
* Introduce the ballot and give the ballot to the participant.

You’d do similar steps if you were testing a different paper form or getting feedback on a website or other materials.

This is the [form, document, ballot, website] I would like you to use. [Hand it to the person.]

Okay, let’s get started. Are you ready?

From this point on, you should treat me like a poll worker. If you have questions or problems with the ballot, ask me, the poll worker. I’ll note your question and if it is appropriate, I will help you.”

While the participant is working, observe them without disturbing them. You might want to take notes on a note-sheet like the one we included in this kit. Don’t teach participants how to use the [thing you are testing] (until the end)!

**Some things to look for while the participant works:**

* How easily did the participant find the name of the person they wanted to vote for?
* How easily did the participant find the contest/proposition they wanted to vote on?
* What problems did they [using the thing you are testing]?
* Did the participant make any mistakes or have to correct something they did? Why? What comments did they have about that?
* What questions did the participant ask while working or after they were done
* Did the participant find the instructions?
* Did the participant read the instructions?
* If the participant did read the instructions, how helpful were they? What questions and problems did the participant have understanding the instructions?

## Wrap-up and debriefing (3 minutes)

“How did that go?”

“How confident do you feel about using this?”

“Tell me 2 things that worked well .”

“Tell me 2 things that would make it easier to use.”

Ask participants follow-up questions if you need to. Try to keep questions open-ended. For example, if the participant made a mistake or didn’t finish the task correctly, go to that place in the ballot and say, “Tell me more about what you did here and why.” Or, “You said earlier that you didn’t feel confident using this. Tell me about that.”

Then wrap up the session by thanking the participant.