

UX Analysis - Remote Testing Plan

Introduction and Background

XXXX has been engaged by [REDACTED] to conduct usability testing on the current state of [REDACTED] to understand what the areas of opportunity are to improve the user experience, to better understand utilization of the platform's content and functions, and to plan potential improvements or enhancements.

XXXX plans to utilize virtual testing formats for key platform audiences that are not otherwise best observed or surveyed via other methods such as in-person observation or interviews. The audiences best suited for remote research are those using the platform independently now, those that do not engage with [REDACTED] locations or staff members to get their assistance with the platform. We are specifically interested in collecting this feedback from career seekers as we have valuable opportunities to engage with employers, staff members and [REDACTED] partners in other forums.

Goals and Objectives

(Listed in order of priority)

1. Obtain feedback on the functions and usability of the authenticated content for career seekers using [REDACTED]
2. Collect information about general platform organization and navigation including prioritized content, menu contents.
3. Gain an understanding of the most popular features of established career seeker users and identify potential additional features that would improve the career seeker experience.

Tools and Format

Primarily will utilize Optimal Workshop, an online survey tool that offers various formats for online testing to be conducted. We anticipate using the **card sorting**, **treejack** and **questionnaire** formats. Optimal Workshop offers post-collection benefits relating to reporting and downloads.



Timeframe

- Planning, recruitment and communication to identified participants: 08/12-08/30
- Survey launch: 09/03
- Survey close: 09/13
- Data analysis and reporting: 09/16-09/20
- Conclusions and recommendations: 09/23-09/27

Target Participants for Questionnaire Portion

XXXX would like to collect this information from as many subjects as possible. Recommended recruitment is to email all owners of career seeker accounts in [REDACTED] and to engage with platform staff to request participation of career seeker individuals they know. It may be effective to request involvement in the surveys from all [REDACTED] sers however at this time it seems many that are familiar with [REDACTED] are not yet using [REDACTED]

- A. Those with established [REDACTED] accounts as career seekers.
- B. Those familiar with [REDACTED] but who may not be using authenticated functions yet.

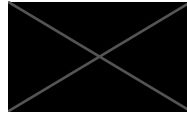
Draft Questionnaire

Welcome statement: Thank you for being willing to participate in this survey! The purpose is to collect information about your experiences with [REDACTED] ite. The survey is 10-12 questions and should take only about 15 minutes of your time. Your answers will be anonymous and will not affect your job search or utilization of [REDACTED] services. All questions are optional; you can leave any blank that you wish to skip.

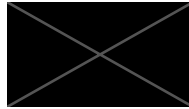
If you are unable to complete the survey in this format, we will provide alternative accessible methods. You are allowed to complete this survey with an assistor. Please contact [REDACTED] for more information.

Survey for those with CS Accounts

1. Which of these best describes you? (single select)
 - a. I am currently employed but looking to change jobs or careers.
 - b. I am currently employed but would like to advance (build my skills to move forward in my career).
 - c. I was recently laid off and am exploring career options.



- d. I am just starting my professional career and want to see where my skills and interests align.
 - e. I am not a career seeker or looking for a job.
2. How often do you access the site?
- a. Daily
 - b. Weekly
 - c. Monthly
 - d. I've only accessed it once
 - e. Unsure
3. What information do you look for on the [REDACTED] site? Select any that apply. (multi select)
- a. Job listings
 - b. Events
 - c. Career exploration
 - d. Labor Market Information based on my region
 - e. Careerforce locations
 - f. Other (free text field)
4. Please indicate how much you agree with this statement: *I view the [REDACTED] site as a valuable resource for learning about careers and jobs in [REDACTED]* (single select)
- a. Agree
 - b. Disagree
 - c. Neither agree or disagree
 - d. Unsure
5. What features do you use? Select all that apply. (multi-select)
- a. Events listings
 - b. Skills matching
 - c. Job search in my area
 - d. Job search in other areas
 - e. Connections to [REDACTED]
 - f. Favorites
 - g. Interest profiler
 - h. Defining career goals
 - i. Exploring in demand careers in my area
 - j. [REDACTED] location finder
 - k. Information about employers
 - l. Social media sharing
 - m. Other
 - n. None of the above

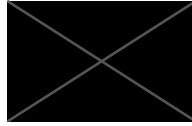


On a scale of 1 to 5 (1 being strongly agree, 5 being strongly disagree) respond to the following statements.

6. Based on the features offered now, I am likely to use the [REDACTED] regularly in my job search.
7. [REDACTED] provides relevant information that helps in my job search.
8. I use [REDACTED] to explore available jobs in my area.
9. I would recommend using [REDACTED] to my peers.
10. I find [REDACTED] easy to use.
11. I am easily able to find the content I'm looking for on [REDACTED]
12. I have a better experience on [REDACTED] because I have an account.
 - a. I agree
 - b. I neither agree nor disagree
 - c. I disagree
13. Is there anything else you think we should know about how you use [REDACTED] or any other observations you've had of the site experience so far?
(free text)
14. What features would you like to see on [REDACTED]
15. Any thoughts on what could be improved?

Survey for those without authenticated [REDACTED] account

1. Which of these best describes you? (single select)
 - a. I am currently employed but looking to change jobs or careers.
 - b. I am currently employed but would like to advance (build my skills to move forward in my career).
 - c. I was recently laid off and am exploring career options.
 - d. I am just starting my professional career and want to see where my skills and interests align.
 - e. I am not a career seeker or looking for a job.
2. How often do you access [REDACTED]
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. I've only accessed it once
 - e. Unsure

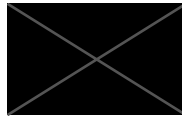


3. Which of these best describes why you do not have a [REDACTED] account?
- a. I didn't see a reason
 - b. I didn't know you could create an account
 - c. I found what I needed without creating an account
 - d. Other: (free text)
 - e. None of the above

4. What features did you access on [REDACTED]
- a. Events listings
 - b. Skills matching
 - c. Job search in my area
 - d. Job search in other areas
 - e. [REDACTED] Connections
 - f. Favorites
 - g. Interest profiler
 - h. Defining career goals
 - i. Exploring in demand careers in my area
 - j. [REDACTED] location finder
 - k. Information about employers
 - l. Social media sharing
 - m. Other
 - n. None of the above

On a scale of 1 to 5 (1 being strongly agree, 5 being strongly disagree) respond to the following statements.

5. Based on the features offered now, I am likely to use [REDACTED] regularly in my job search.
6. [REDACTED] provides relevant information that helps in my job search.
7. I use [REDACTED] to explore available jobs in my area.
8. I would recommend using [REDACTED] to my peers.
9. I find [REDACTED] easy to use.
10. I am easily able to find the content I'm looking for in [REDACTED]
11. Is there anything else you think we should know about how you use [REDACTED] or any other observations you've had of the site experience so far?
(free text)
12. What features would you like to see on [REDACTED]
13. Any thoughts on what could be improved?



Target Participants for Card Sort and Tree Testing Portion

XXXX would like to collect this information from as many subjects as possible, and feels this could benefit from a fairly generalized perspective, in that it does not necessarily have to be someone familiar with XXXX currently. Ideally we'd be engaging with individuals who are currently seeking jobs or have sought work using online tools at some point in the past, or employers.

Card Sort Plan and Structure

We will conduct two separate tests to evaluate the information architecture of the XXXX platform: an open card sort and a tree test.

Open card sorts allow users to sort topics into categories that make sense to them and label each grouping. XXXX will not provide the category headings so that users can naturally group topics. XXXX will then compare this to the current information architecture of the XXXX platform and make recommendations.

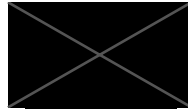
Tree testing evaluates the current information architecture of the XXXX platform by having users find the locations in the tree where specific tasks can be completed. Tree testing will allow XXXX to evaluate how easily users can find and complete specific tasks on the XXXX platform. We will then recommend ways to structure the platform.

Draft Tree Sorting Scenarios:

Welcome Statement: Thank you for being willing to participate in this survey! The purpose is to collect information about your experiences with XXXX site.

The test will give you five scenarios to navigate and should only take about 15 minutes of your time. Your answers will be anonymous and will not affect your job search or utilization of XXXX services. All questions are optional; you can leave any blank that you wish to skip.

You **do not** need to be a career seeker or an employer to complete this survey. We are simply asking you how you would access this information.



If you are unable to complete the survey in this format, we will provide alternative accessible methods. Please contact [REDACTED] for more information.

1. You are applying for your first job and need to write a resume. Where would you find information on how to write and structure your resume?
2. You are a small business owner and want to expand your business. You want to see the labor market information for your area. How would you find this information?
3. You're interested in moving from [REDACTED] to begin a new career as a Registered Nurse. You want to see if this is an in-demand career before you move. Where would you find information about the job outlook for Registered Nurses?
4. You were recently laid off from your job. You were told that [REDACTED] has resources and information regarding unemployment. Where would you find this information?
5. You're interested in hiring more veterans and want to find resources related to hiring them, where would you go to find this information?

Draft Open Card Sort Topics

Welcome Statement: Thank you for being willing to participate in this card sort! The purpose is to collect information about you group information that is found on the [REDACTED] platform.

The card sort will give you 36 options or "cards". It is your job to group the cards in a way that makes sense to you personally. There are no right or wrong answers!

Your answers will be anonymous and will not affect your job search or utilization of [REDACTED] services. This is completely optional--if you do not understand the card, you may skip it.

You **do not** need to be a career seeker or an employer to complete this survey. We are simply asking you how you would access this information.

If you are unable to complete the survey in this format, we will provide alternative accessible methods. Please contact [REDACTED] for more information.

- Start your career
- Advance your career
- Change your career
- Attract talent
- Develop talent
- Retain talent



- Browse our events
- See employer profiles
- Find new skills
- Education and Training
- Market Yourself
- Plan for Career Advancement
- Pursue a promotion
- Find a new career
- Plan for career change
- Overcoming job loss
- Veterans resources
- Disability resources
- Youth resources
- Criminal record resources
- Over 50 workforce
- Unemployment insurance
- Events and workshops
- Labor market information
- Explore potential careers
- Request an informational interview
- Get one-on-one career guidance
- New hire experience
- Employee development plan
- Training opportunities
- Workforce plan
- Employer of choice
- Workplace inclusion
- Ensure workplace inclusion
- Meet your regional team
- Labor market information
- Post a job