
MOZILLA OPEN BACKPACK RESEARCH PLAN

A2 Maker Faire

PURPOSE

Because the Mozilla Open Badge backpack is still currently being developed with several different features, the purpose of this study is to evaluate users' comprehension of the backpack's core features:

- 1) Grouping (Do users understand that badges can be grouped? Do they want to group badges?)
- 2) Sharing (What are users' expectations for sharing? Does the current workflow make sense? Where will they want to share their badges?)
- 3) OBI Badge concepts (such as badges as owned objects, badge criteria, and badge issuer)
- 4) Basic interface concepts (such as the clickability of badges, understanding of the meaning of symbols and icons, ability to recognize editable fields)

The study also aims to test whether users can easily sign-in to the backpack.

This study is not testing the help features, upload functionality, public/private settings, and portfolio creation and management. If the user asks about these features, they should be explained as being in development and the user should be discouraged from using them.

The data gathered from this study will be used to inform further product design efforts, particularly as they relate to grouping, sharing and the overall interface. The data will also serve as a way to set benchmarks, such as time for task completion or expected participant, for further study.

RESEARCH QUESTIONS

	RESEARCH QUESTIONS	DATA COLLECTED
GENERAL	How easily do users understand what is clickable (badges, Help:On, sharing icon, close button)?	Success/failure of clicking on badge, Help:On, sharing icon or close button. <i>Ask user to point to all the places on the interface that they expect to be clickable.</i>
	How easily do users understand what is editable?	Success/failure of user naming a group, naming a portfolio, adding subtitles. <i>Ask user to point to all the places on the interface that they expect to be editable.</i>
	How well do users understand the symbols and icons?	Success/failure of user clicking on the sharing icon, clicking on a Social Network icon, clicking on the "X" icon.

	How well do users understand site specific terminology such as “badges,” “group,” “criteria,” and “issuer.”	
	Can users successfully complete the assigned tasks?	Success/failure of user completing each task. Time required to perform each task.
	What are the major usability flaws that prevent users from easily completing the tasks? Are there any obstacles?	Documented problems/obstacles associated with each task.
SIGN IN	How easily and successfully do users sign in to the site?	Time required to sign in. Success/Failure of sign in.
	What obstacles prevent users from completing sign in?	Documented problems/obstacles associated with sign-in.
	How do users feel about the Persona sign-in process?	Qualitative information about general impressions of the Persona sign in process.
SHARING	How closely does the current sharing workflow reflect how the user thinks the sharing workflow should go? What are users' expectations for a good sharing workflow?	Qualitative information about general impressions on sharing and expectations for sharing.
	How easily and successfully do users figure out how to share on a social network?	Success/Failure of sharing. Time required to complete task.
	Would users be interested in sharing badges? Where? And with whom? Why or Why not?	Qualitative information about potential badge sharing practices.
	What obstacles prevent users from sharing?	Documented problems/obstacles associated with sharing.
GROUPING	Do users understand how grouping works?	Success/Failure of being able to group badges. Time required to complete task. Documented problems/obstacles associated with each task.
	Are there any obstacles to users naming groups?	Success/Failure of being able to change the name of a group. Documented problems/obstacles associated with each task.
BADGES	Can a user find information about the badge, such as badge criteria and badge issuer?	Success/Failure at being able to locate badge criteria and badge issuer.
	Does an issuer understand the functionality of disowning a badge?	Success/Failure at being able to disown (“get rid of”) a badge. Time required to complete task. Documented problems/obstacles associated with each task.

DATA COLLECTION METHODS

Participants will be asked a combination of task specific and qualitative questions.

TASKS AND SCENARIOS (CONDUCTED BOTH ORALLY AND WITH A WRITTEN SCRIPT)

TASK 1:	Send your badges to the backpack.
START STATE	Badge description screen at badg.us. User has already received and claimed a badge.
SUCCESS STATE	User signs in to the backpack and views their badges on first page.
SUCCESS METRICS	0 – Fail. Couldn't sign in 1 – Sign in very slowly and in a round-about way. 2 – Sign in moderately slowly with some obstacles. 3 – Sign in quickly and easily
TASK 2:	Combine badges into a group and name it.
START STATE	Views badges on first page with no groups.
SUCCESS STATE	Views badges on first page with one or more groups.
SUCCESS METRICS	0 – Fail. Couldn't group badges. 1 – Group badges very slowly and in a round-about way. 2 – Group badges moderately slowly with some obstacles. 3 – Group badges quickly and easily
TASK 3:	Share your badges on a social network.
START STATE	Views badges on first page with groups.
SUCCESS STATE	Sees sharing success screen.
SUCCESS METRICS	0 – Fail. Couldn't share. 1 – Shares very slowly and in a round-about way. 2 – Shares moderately slowly with minor obstacles 3 – Shares quickly and easily
TASK 4:	Discover badge criteria and where to disown a badge.
START STATE	Views badges on first page with groups.
SUCCESS STATE	Views badge criteria page.
SUCCESS METRICS	0 – Fail. Couldn't find criteria page. 1 – Finds criteria page very slowly and in a round-about way. 2 – Finds criteria page moderately slowly with minor obstacles 3 – Finds criteria quickly and easily

The above tasks will be presented to the user in a scenario format that will describe the beginning state and preferred end state as well as the motivations one would have for the task.

PRE-TEST QUESTIONNAIRE (CONDUCTED ORALLY)

Questions in the pre-test questionnaire will pertain to participants' demographics: age, gender, college education level and computer literacy.

POST-TEST QUESTIONNAIRE (CONDUCTED ORALLY)

Questions in the post-test questionnaire will include overall product rating and rating of different product features, opportunities for the participant to elaborate on any tasks or thoughts, and suggestions for improvement. Qualitative data will also be collected on the following topics through a set of interview questions:

General impressions of the Persona sign in process.

General impressions on sharing and expectations for sharing.

Insight into the user's sharing practices as they might relate to badges.

Impressions of badges overall.

Insights into how users would want to group badges.

TECHNOLOGY

Screen Recording and audio recording will be done by QuickTime. Recording of user reactions will be done through an external camera. Internet connection will be provided via a tethered phone. The Open Badge Backpack will be presented to all participants on the same Mac computer and on the same Google Chrome browser.

DATA ANALYSIS

Data Analysis will be performed through analyzing screen recordings, audio recordings and user recordings. Analysis will look for the following data:

- 1) Timing of tasks
- 2) Success/Failure of tasks
- 3) Documented problems/obstacles associated with a task
- 4) Attitudes toward the overall interface and specific workflows
- 5) Impressions, suggestions and critiques of the interface or specific workflows

A manual note taker will also take notes with a focus on specific areas of interest such as specific topics to further discuss with the participant, interesting reactions, or other unrecorded details.

PARTICIPANTS

This study aims to have at least 5 test participants but not more than 15 because of resource constraints.

Participants will be all badge earners who have digitally "claimed" their badge on the badg.us platform. They will also be attendants of the Ann Arbor Maker Faire in Ann Arbor, Michigan. Participants will be individuals over the age of 13.

Demographic data such as age, gender, computer literacy and education level will also be recorded as potential markers for further participant recruitment.

ENVIRONMENT

The environment will potentially be noisy and participants will come in a sporadic fashion, with few at the beginning and more towards the end.