



Facilitator guide

DFAIT usability testing

Prepared for:
Barry Nesbitt
e-Communications Division

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Authors: Scott Smith, Mike Atyeo, Gord Hopkins

neoinsight

Customer Experience Specialists

Neo Insight Inc.
Suite 374
300 Earl Grey Drive
Kanata, Ontario K2T 1C1
Canada
613-271-3001
www.neoinsight.com

1.1 Facilitator's guide – script

Participant Name _____ Session # _____

Audience _____ Date _____ Time _____

Gender	M	F	Language	Eng	Fr	Bi
			Age Range	18-25	25-40	40+

Hello, <participant's name>, this is <facilitator's name> from Neo Insight. Thank you for agreeing to participate. [*Help them get connected and to the website if they are not already*]

We are testing the usability of some portions of the Department of Foreign Affairs and International Trade website today, looking at how to improve the overall experience and provide better support for common tasks. During the session, I'll ask you to try several tasks and ask you for your feedback.

It is important to remember it is the web site that is being evaluated, not you. If you are having difficulty with a task, don't take that as a negative. It is valuable information that lets us target areas for improvement so people can do the task easier next time.

To be most effective, it is important for you to talk aloud as much as possible during the session, letting me know where you are looking and what you are experiencing, thinking, doing, or planning. Don't hesitate to comment on anything unexpected – positive or negative.

The whole session should take a little less than an hour. If you have a speaker-phone or headset, it might make things a bit more comfortable. Would you like to switch?

[*Wait for them to make any changes to equipment*]

As you know, we will be recording the session for purposes of highlighting opportunities for improving the web site to the development team. The testing is strictly voluntary. So, if at any time you do not wish to continue, just let me know.

Do you have any questions before we begin?

Q – Ask any pre-test questions – See Appendix A for specific questions which will be substituted here, depending on audience.

Task Structure

NOTE: All tasks will follow this same basic structure

START: **Start Page goes here** [See Appendix A for Start pages]

Actual text of task goes here..... [See Appendix A for the questions which will be substituted here]

Notes:

Completed Task

Completed Task with Hints from Facilitator

Did not Complete Task

Q – Did you encounter anything unexpected during this task – either positive or negative?

Q – How satisfied are you with the way the website supported this task?

Very Satisfied	Satisfied	Satisfied a bit	Dissatisfied a bit	Dissatisfied	Very Dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ending questions, debrief of participants and wrap-up

That is the last of our tasks. I just have a few more questions for you.

Q – See Appendix A for follow-up questions to be substituted here.

That's it!

You can close the UserVue session by clicking on the Quit button in the upper right and it will give you a confirming dialog and then remove the software from your machine.

I'd like to thank you very much for your time and valuable feedback. You've provided a lot of great suggestions which will help us improve the website.

[Clarify any question that might arise]

For your honorarium, would you prefer to receive your \$50/\$100 [**\$100 for business participants only**] as an Amazon gift certificate or as a cheque mailed to you?

[Confirm email address to use for gift certificate or get mailing address for cheque]

Would you like us to keep you in mind if we have other types of testing in the future?

[Record response]

Do you have any questions you'd like answered before we end?

[Answer any questions]

Once again, thanks for the great discussion and have yourself a wonderful <day|evening>!

[End recording of session and save files]

2 APPENDIX A - Task summary

2.1 Consular tasks and questions – General and travel agents

NOTE: People are allowed to use Site Search on the Consular website whenever they want

- 1) What websites(s) would you go to if you were looking for the Government of Canada's official advice about travelling to different countries?
- 2) Have you ever been to the websites for: Foreign Affairs and International Trade (www.international.gc.ca), Consular Affairs (www.voyage.gc.ca), or the Embassy/Consulate of Canada? [Probe for which ones and why]

Task #	Task description
1	<p>[Start from DFAIT home page – change to “Your Client” if travel agent] http://www.international.gc.ca/index.aspx</p> <p>You have heard about riots in Kenya and are worried about your friend who is currently travelling there. Find out what the current recommendations are for travelling in this area.</p> <p>Path: Services for travellers – left or middle Kenya Travel Report –middle Exercise high degree of caution highlighted near top of page</p> <p>Alt Paths: Using the Map Using drop down menu “Select a Travel Report” in middle under the map Using “Travel Reports and Warnings” link on the left-hand nav</p>
2	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp</p> <p>You are travelling in Poland and have had your passport stolen. Find out how to contact the Canadian authorities in Poland.</p> <p>Path: Passports under FAQ – middle What should I do if I lose my passport... - middle Canadian government office abroad – middle Poland in drop-down – middle Poland – WARSAW address</p> <p>Alt Paths: Using “Canadian Government Contacts” in Poland Travel Report Using “List of Canadian Government Offices Abroad” on “Contact Us” page – top toolbar</p>

Task #	Task description
3	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp A woman you know is planning to travel abroad alone. Find a guide specifically designed to help women prepare for travelling abroad.</p> <p>Path: Her own way – bottom right</p> <p>Alt Paths: Using “Publications” link on left-hand nav</p>
4	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp You need to quickly contact the Canadian Embassy in Romania. Find the contact details.</p> <p>Path: Drop down menu for Travel Report for Romania Section 5 – Canadian Government Contacts</p> <p>Alt Paths: Contact us, then List of Canadian Government Offices abroad and drop-down for Romania</p>
5	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp You are an 18 year old Canadian but you are eligible for dual citizenship because your parents are Greek citizens. Find out if there are any issues you should be aware of before visiting Greece.</p> <p>Path: Travel report drop down for Greece Section 8: Local Laws and Customs They must see section on dual nationality and compulsory military service</p> <p>Alt Paths: Using the map interface Using “Travel Reports and Warnings” link on left-hand nav</p>

Task #	Task description
6	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp</p> <p>Your doctor recently prescribed some medications for you. Find out what you need to do to make sure you don't run into any problems when travelling with them.</p> <p>Path: Travelling with Medical supplies – middle bottom Travelling with prescription.... – middle</p> <p>Alt Paths: Using “Drugs and Travel” link in left-hand nav, then to “Medical Supplies”</p>
7	<p>[Start from Consular home page – change to “Your Client” if travel agent] http://www.voyage.gc.ca/consular_home-en.asp</p> <p>You are planning to travel outside Canada with your child, but without your spouse. Find out if there are any special arrangements which need to be made.</p> <p>Path: Children and travel in Top 10 FAQs – middle Appropriate documents – near top middle What documents should be carried... - middle</p> <p>Alt Paths: Using “Children and Travel” in “Find information about” in middle</p>
8	<p>[Start from wherever person ended up]</p> <p>Can you find your way back to the Department of Foreign Affairs and International Trade home page without using your Back button on your browser?</p> <p>Path: Foreign Affairs and International Trade Canada – bottom left</p>
9	<p>[Start from prototype page] http://demo.olacom.com/806.dfait/</p> <p>You are planning a trip to the US and have heard that you now require a passport to enter the country. Using this prototype page, where would you start to confirm exactly what is required to travel to the States.</p> <p>Path: Select link in top right under “Key Information”.</p>
10	<p>Using this same prototype page, where would you go to find out how to contact the Romanian Embassy?</p>

- 3) [Consular home page]
http://www.voyage.gc.ca/consular_home-en.asp

Based on the information you've seen during this session, what kinds of information on this site would be most useful to you [your clients] as an international traveller?

4) [Ask only on travel agents]

As a travel agent, what sections do you think apply (or don't apply) to you?

[Following questions will only be asked if time permits...]

5) [Prototype page]

[URL](#)

Have another look at this prototype page. Is there anything about this layout of information which might have made your tasks easier? What would have made things more difficult?

[Probe for reasons and expectations].

After each task, register: Complete Complete with hints Incomplete

Did you encounter anything unexpected during this task – either positive or negative?

How satisfied are you with the way the website supported this task?

- Very Satisfied
- Satisfied
- Satisfied a bit
- Dissatisfied a bit
- Dissatisfied
- Very Dissatisfied

What would you suggest would improve the experience for you? [if time permits]

2.2 Policy and START tasks and questions – University and NGOs

- 1) Have you ever been to the website for: Foreign Affairs and International Trade (www.international.gc.ca) [Probe for when and why]

Task #	Task description
1	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You're interested in sharing your thoughts on Canada's foreign policies. Find out how to participate in any ongoing exchange of ideas and how to register so you can start contributing.</p> <p>Path: Policy eDiscussions – left Register – middle Gather any comments on form but do NOT let them register</p>
2	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You've heard it's possible to submit a policy position paper. Find out what format is acceptable and to whom you would submit it.</p> <p>Path: Policy eDiscussions – left Learn more... under University and NGO participation They should note policy position paper template and person to send it to: Sarah.Macleod@international.gc.ca</p>
3	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You're interested in keeping up to date on discussions about international affairs. Find out what topics are currently being discussed and arrange to be notified whenever new information is added to the discussion.</p> <p>Path: Policy eDiscussions – left Ensuring Canadian Prosperity in a Changing Global Economy – top middle eNewsletter link – very top of page Have to scroll down to bottom of page to email alerts</p>

Task #	Task description
4	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You've heard about interesting videos on children in war. Find these videos to view.</p> <p>Path: Video Interviews/Podcasts – left Video library – middle Monitoring and Reporting on Violations Against Children in War – middle half-way down</p>
5	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You would like to know more about Canada's reconstruction and peacekeeping efforts in Sudan. Find out who you would contact to get more specific information.</p> <p>Path: Global issues – left START – Stabilization and Reconstruction Task Force – middle near bottom Canada: Active in Sudan – bottom right Contact us – top black bar No real answer to this question, looking for people's comments re: lack of specific contact information.</p> <p>Alt Path: Country and Regional Information – left Sudan – middle Contact us – top black bar</p>
6	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You have been asked to write a report on Canada's Stabilization and Reconstruction Task Force (START) to better understand Canada's capacity to respond to international crises. Find a document describing this task force's achievements over the past year.</p> <p>Path: Global issues – right START - middle START's 2006-2007 Year in Review – middle half-way down What has START achieved? – middle near top</p>

Task #	Task description
7	<p>[Start from START home page] http://www.international.gc.ca/fac/START-GTSR/index.aspx?lang=en You are working for an international organization focused on stopping human trafficking. Find out how much funding is available to support global peace and security this year and if you are eligible for any of this funding.</p> <p>Path: The Global Peace and Security Fund – right Answer: \$235 million near top of page Glyn Berry Program – middle or right Applying for funding – right Answer: Yes – international organizations supporting public safety</p>

2) [Policy eDiscussion landing page]
<http://geo.international.gc.ca/cip-pic/participate/menu-en.aspx>
 Have a look at this page and tell me about any parts which are confusing to you or which you find of particular interest?
 [Probe for reasons and expectations].

3) [START Home page]
<http://www.international.gc.ca/fac/START-GTSR/index.aspx?lang=en>
 Have a look at this page and tell me what parts would be of most interest to you
 [Probe for reasons].

[Following question will only be asked if time permits...]

4) [Prototype page]
<http://demo.olacom.com/806.dfait/>
 Have a look at this page. Imagine that the content you were just using was formatted similar to what you see on this page – for example, in three columns, with sections for Most Popular, Recently Updated, Essential Resources, etc. Do you think this type of organization would have made your tasks easier?
 [Probe for reasons and expectations].

After each task, register: Complete Complete with hints Incomplete

Did you encounter anything unexpected during this task – either positive or negative?

How satisfied are you with the way the website supported this task?

- Very Satisfied
- Satisfied
- Satisfied a bit
- Dissatisfied a bit
- Dissatisfied
- Very Dissatisfied

What would you suggest would improve the experience for you? [if time permits]

2.3 Trade negotiation tasks and questions – Business managers

- 1) What websites(s) would you go to if you were looking for the Government of Canada's official information about trade negotiations and policies with different countries?
- 2) Have you ever been to the website for: Foreign Affairs and International Trade (www.international.gc.ca)? [Probe for why]

Task #	Task description
1	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You know Canada has a business agreement with Mexico and you are going to be flying to Mexico do some business. You know you need a passport, but what other formal documentation is required?</p> <p>Path: Trade Negotiations and Agreements – left North American Free Trade Agreement – right Cross Border Movement of Business Persons – right Scroll down to #2 Business Visitors – Find form needed under Mexico</p>
2	<p>[Start from TNA main page] http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu= You've heard that a World Trade Organization panel was set up to settle some of the disputes over US agricultural subsidies. Find out when this panel was established.</p> <p>Path: Dispute Settlement – right Canada requested a WTO Dispute Settlement Panel on US Agricultural Subsidies – middle Read story and find date of Dec. 17, 2007</p>
3	<p>[Start from TNA main page] http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu= You are interested in doing business with Korea. Determine the status of a free trade agreement with Korea and who to contact for more information.</p> <p>Path: Negotiations and Agreements by Category – left Negotiations – middle Canada – Korea Free Trade Agreement Negotiations – middle Contact Point link - right</p>

Task #	Task description
4	<p>[Start from TNA main page] http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu= How could you arrange to be notified by email of any updates to the Trade Negotiations and Agreements website.</p>
5	<p>[Start from TNA main page] http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu= You are a Canadian producer of Canola Oil and would like to know which countries currently have trade barriers which would impact your ability to export to those countries.</p> <p>Path: Canada's International Market Access Report (CIMAR) – left Access Trade & Investment Barriers Database - right Enter keywords "Canola Oil" and Search Five Countries have trade barriers</p>
6	<p>[Start from TNA main page] http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu= Can you find your way back to the Department of Foreign Affairs and International Trade home page without using your Back button on your browser?</p>

- 3) [TNA main page]
http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=en&menu_id=9&menu=
 Looking at this page, can you provide some feedback on what parts seem to work well?
 Also point out any links, terms or content which you find confusing or that could be improved.
 [Probe for reasons and suggestions for improvement.]

[Following question will only be asked if time permits...]

- 5) [Prototype page]
<http://demo.olacom.com/806.dfait/>
 Have a look at this page. Imagine that the content you were just using was formatted similar to what you see on this page – for example, in three columns, with sections for Most Popular, Recently Updated, Essential Resources, etc. Do you think this type of organization would have made your tasks easier?
 [Probe for reasons and expectations].

After each task, register: Complete Complete with hints Incomplete

Did you encounter anything unexpected during this task – either positive or negative?

How satisfied are you with the way the website supported this task?

- Very Satisfied
- Satisfied
- Satisfied a bit
- Dissatisfied a bit
- Dissatisfied
- Very Dissatisfied

What would you suggest would improve the experience for you? [if time permits]

2.4 Youth tasks and questions – Youth 18-25

- 1) Have you ever heard of the International Youth Program offered by Foreign Affairs and International Trade Canada? If so, how did you become aware of the Program?
- 2) Have you previously participated in one of Foreign Affairs and International Trade Canada's International Youth Program components?

Task #	Task description
1	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx You are interested in traveling and doing a bit of work in Holland. Find out what opportunities are offered in that country.</p> <p>Path: Education and youth – left International youth programs – middle bottom Europe – right Netherlands - middle</p>
2	<p>[Start from IYP home page] http://www.international.gc.ca/culture/123go/menu-en.asp You are a permanent resident in Canada. Find out if you are eligible to participate in the International Youth Program.</p> <p>Path: How our programs work – right Read about requirement for Canadian passport which permanent resident can't get (Explore understanding of this terminology by layman)</p>
3	<p>[Start from IYP home page] http://www.international.gc.ca/culture/123go/menu-en.asp You are an engineering student looking for work abroad. Find out how many opportunities the International Youth Program has for you.</p> <p>Path: International job opportunities - right Link under Engineering – middle International Career Enhancement Project – drop down for International Jobs – upper right Answer: One job in Australia</p>

Task #	Task description
4	<p>[Start from IYP home page] http://www.international.gc.ca/culture/123go/menu-en.asp You are 31 years old. Are you eligible for a Working Holiday visa in Belgium?</p> <p>Path: Europe – right Belgium – middle Answer: Not eligible due to age (see centre age limit of 30 years)</p>
5	<p>[Start from IYP home page] http://www.international.gc.ca/culture/123go/menu-en.asp What is the difference between SWAP and the Working Holiday Program?</p> <p>Path: Program descriptions – right Compare text of Working Holiday and SWAP sections</p>
6	<p>[Start from wherever person ended up] Can you find your way back to the Department of Foreign Affairs and International Trade home page without using your Back button on your browser?</p> <p>Path: Home in breadcrumbs</p>

3) [IYP home page]
<http://www.international.gc.ca/culture/123go/menu-en.asp>
 What are the top 2 improvements which would enable you to quickly find specific program information?

4) [IYP home page]
<http://www.international.gc.ca/culture/123go/menu-en.asp>
 In your opinion, does this website's content and layout appeal to a youth demographic?

[Following question will only be asked if time permits...]

5) [Prototype page]
<http://demo.olacom.com/806.dfait/>
 Have a look at this page. Imagine that the content you were just using was formatted similar to what you see on this page – for example, in three columns, with sections for Most Popular, Recently Updated, Essential Resources, etc. Do you think this type of organization would have made your tasks easier?
 [Probe for reasons and expectations].

After each task, register: Complete Complete with hints Incomplete

Did you encounter anything unexpected during this task – either positive or negative?

How satisfied are you with the way the website supported this task?

- Very Satisfied
- Satisfied
- Satisfied a bit
- Dissatisfied a bit
- Dissatisfied
- Very Dissatisfied

What would you suggest would improve the experience for you? [if time permits]

2.5 Russia tasks and questions – Russians

1) No pre-questions....

Task #	Task description
1	<p>[Start from preferred search engine] I'm from Armenia and I want to know if there is any special documentation/visa requirement for moving to Canada.</p> <p>Path: Get to Russia Mission site from search engine Armenia – left Visa and immigration - middle</p>
2	<p>[Start from Russia site home page] http://www.dfait-maeci.gc.ca/missions/russia-russie/menu-rus.asp You are in Russia, find the hours of operation of the Embassy in Moscow.</p> <p>Path: Embassy of Canada in Russia – left Scroll to hours of operation OR Contact Us at top and scroll to hours</p>
3	<p>[Start from Russia site home page] http://www.dfait-maeci.gc.ca/missions/russia-russie/menu-rus.asp Find out if there are any information sessions you could attend to find out more about moving to Canada to live.</p> <p>Path: Immigrating to Canada – left Upcoming immigration seminars – right</p>
4	<p>[Start from Russia site home page] http://www.dfait-maeci.gc.ca/missions/russia-russie/menu-rus.asp Find out how to contact the trade section of the embassy.</p> <p>Path: Doing business with Canada – left Our office in Russia - right</p>
5	<p>[Start from Russia site home page] http://www.dfait-maeci.gc.ca/missions/russia-russie/menu-rus.asp Find out if there is a Canadian Art Exhibit currently showing in Russia.</p> <p>Path: Calendar of events – left Answer: NO</p>

Task #	Task description
6	<p>[Start from DFAIT home page] http://www.international.gc.ca/index.aspx From this page, you would like to get to the Canadian Embassy in Russia web site.</p> <p>Path: Canadian Offices Abroad - left Russia – middle www.russia.gc.ca – middle under Internet</p>

- 2) [Russia site home page]
<http://www.dfait-maeci.gc.ca/missions/russia-russie/menu-rus.asp>
If you flip back and forth between the English and Russian version of this page, do the translations make sense? Are there any Russian terms which you find unusual or odd?

After each task, register: Complete Complete with hints Incomplete

Did you encounter anything unexpected during this task – either positive or negative?

How satisfied are you with the way the website supported this task?

- Very Satisfied
- Satisfied
- Satisfied a bit
- Dissatisfied a bit
- Dissatisfied
- Very Dissatisfied

What would you suggest would improve the experience for you? [if time permits]