Interview Protocol

Introduction

We are a group of Master of Information students at the University of Toronto. Our group in INF2170 Information Architecture is looking to redesign an existing website called Goodreads. We would like to invite you to an interview where we will ask you some questions about Goodreads and direct you to complete some technical tasks related to the usability of this website. We are testing only the design and the IA structure of the website, not your ability as a user, so there are no right or wrong answers and you will not be judged or penalized for not able to complete a task! The interview will be recorded to facilitate data collection. All data gathered will be restricted to class project use ONLY. If you feel uncomfortable at any point of the interview, you have the right to withdraw freely without penalty.

[Briefly introduce *Goodreads* to the participants]

[Note: the researcher may ask additional follow up question as prompts to solicit more detailed information when needed.]

Background

1. Do you consider yourself a reader?
    a. If yes, how do you choose the books you read?
    b. If no, skip to question 2.
2. Do you check ratings/reviews online for books before reading? How do you go about doing this?
3. Have you used this website before?
    a. If yes, how often have you used it in the last 2 months? What do you use it for?
    b. If no, have you heard about this website before? What do you know about it?
4. What do you think the purpose of this website is?
5. Who do you think would be a typical user of this website?

Perception

1. On a scale of 1 to 5, where 1 is the lowest and 5 is the highest, how well organized is the website?
    a. What do you like/dislike? Is there anything you would take out?
2. Is it easy to read all the information displayed? Why?
3. On a scale of 1 to 5, where 1 is the lowest and 5 is the highest, how would you rank *Goodreads* in terms of overall satisfaction?
4. If the user is familiar with the website: How does *Goodreads* differ from its competitors, or from other resources where you get information about books and the reading community?
5. Would you recommend *Goodreads* to your friends? If so, how would you describe the website?

<u>Usability Tasks</u>
During this time, we request that you think out loud while you carry out these tasks so we have a better idea of what and how users think when using this website.

[Let the participants doing the task individually, do not interfere with their thinking process]

*Debrief after each usability task

1. (Navigation) Can you tell me how to get to the New Releases section on the website in a step-by-step process?
2. (Search) Can you display all the books written by Margaret Atwood?
3. (Everyday Function) Look up the book you're currently reading/last read/want to read next and tell me the most recent review given to it. Then, add the item to your 'Bookshelf.'
4. (Organization) Can you arrange all the books in your "Bookshelf" by Title in an alphabetical order?
5. (Labelling, Navigation) You usually read Science Fiction, but now you want to start reading more Mystery books. Where would you look for information about where to start/what to read?

<u>Suggestions</u>

1. On a scale of 1 to 5, where 1 is the lowest and 5 is the highest, do you find these tasks difficult to accomplish?
2. Are there any features that you love about the website?
3. What are some things that you would like to add? Or delete?
4. Could you identify some difficulties you've encountered while using this website? Did you feel frustrated at any point?
5. Do you find messaging, *Goodreads* newsfeed, discussion groups, and other social features of the website useful?
6. What features listed under "Browse" and "Community" do you find useful/not useful?

<u>Conclusion</u>

Thank you for taking the time to complete this interview and helping us with our research!

Do you have any questions, comments, or ideas you want to share?