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Linked In (Project 3) – Usability Testing Protocol

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Introduction Script

Welcome the subject and thank them for their time.

Explain the reason for the interview:

- For a class project, we have been tasked with designing a new feature for LinkedIn's mobile networking app to help users organize and remember their connections
- As part of the design process, we are conducting usability testing research on a prototype of our new feature
- We aren't making changes to the entire app or the look and feel of it, we are just trying to focus on addressing a particular issue that users said they were having

Explain that their answers are confidential and will be used for

- All of your answers will be kept anonymous and confidential. Any recordings will only be reviewed by us or our instructors.
- Any findings will be made anonymous, but may eventually be shared as part of a portfolio online.

Ask permission to record conversation.

Explain how the test will unfold:

- Reinforce for the user that you are NOT testing them, you are testing the prototype.

Paper Prototype

I have a paper prototype, which represents the screens of the LinkedIn app through a series of paper sketches. To test the prototype, I am going to ask you to pretend to complete some¹ tasks and ask you some questions as we go along. As you complete the tasks, please also tell me your feelings about the pages you encounter.

Digital Prototype

I have an interactive digital prototype that represents the LinkedIn app. Because this is a prototype, not all the features of the app will be active. To test the prototype, I am going to give you some¹ tasks to complete and ask you some questions as we go along. As you complete the tasks, please tell me your feelings about the screens you encounter.

¹ Do NOT include an actual number, in case we run out of time.

Interviewer Prompts & Questions

1. Add A New Contact Series

You recently met a GA alum at a Creative Mornings event. You would like to add them to your network. How would you do that?

- Paper Prototype pages required > action on page (green = new feature page):
 - Search > text field
 - Profile Listings > profile link
 - Profile Page > connect button
 - Add a Message to your connection request > add message button
 - Message > send button (skip page in test)
 - Remember this person in the future > label creator tool

Q1. Is there anything confusing about these pages?

Q2. Is adding a label to a person an intuitive way of organizing them or helping your future self remember how you met them?

Q3. If LinkedIn recommended labels what might you expect to see? If LinkedIn allowed you to create custom labels, what kinds of labels could you imagine creating here?

Q4. Is anything missing from these pages?

2. Create A Tagged Cluster Series

You are trying to get better control of your contacts so in the future you can remember better how you know people. LinkedIn now offers the ability to add labels to a batch of connections all at one time. There are 5 people already in your network who you know you connected with after completing the UXDI19 program. How would you expect to be able to organize them?

- Paper Prototype pages required > action on page (green = new feature page):
 - My Network > Manage my network button
 - Manage my network > connections button
 - Contact Records Listings > edit button
 - Contact Records Listing with edit checkboxes > add tag button
 - How do you know these people > label creator tool
 - Contact Records Listing with new tags on record listings view

Q1. Is there anything confusing about these pages?

Q2. Is anything missing from these pages?

Q3. LinkedIn uses Groups as a way for users to connect with like-minded people around the world to share information on topics relevant to group members and participate in conversations. Have you ever used LinkedIn's Groups feature?

- If yes: does how LinkedIn uses groups make sense to you?
- If no: when you see "Groups" in the menu, what do you expect to find?

3. Find A Contact Whose Name You Can't Remember Series

Ok, now it is two months later and you are trying to remember that connection you made at Creative Mornings because you recall that he is working on an interesting new app that you think a friend might be interested in. Unfortunately, you can't for the life of you remember that connection's name and aren't sure where he works, but you would recognize his face if you saw it. How would you find him?

- Follow-up if they give a null response: If you recall, LinkedIn had prompted you to label them when you were adding this connection to your network. How might you find that contact knowing that they have been labeled.
- Follow-up: Where would you expect to be able to find people by the labels you have created?
- Paper Prototype pages required > action on page (green = new feature page):
 - My Network > Manage my network button
 - Manage my network > labels button
 - My Labels > creative mornings label button
 - Profile Listings > contact record link
 - Contact Record page

Q1. Is there anything confusing about these pages?

Q2. Is anything missing from these pages?

Q3. Can you think of a reason you would ever want to look at all your tags together?

- Follow-up: When looking at all of your tags, would you want to be able to sort them? If so how?
 - Alpha order, Number of connections, Date last modified, Other?

4. Remember How You Know A Contact Series

John Smith reached out to you recently and implied that you and he knew each other 4 years ago. You don't immediately remember him and he hasn't specifically named how you were involved with each other. How might you go about remembering how you know John?

Follow-up: If you wanted to know everything you might have tracked about how you know him, what would you do?

- Paper Prototype pages required > action on page (green = new feature page):
 - Search > text field
 - Profile Listings > contact record link
 - Contact Record page

Q1. Is there anything confusing about these pages?

Q2. Is anything missing from these pages?

Q3. Now that you have completed these various tasks, when you look back on the moment you added a new contact, would you change anything about the prompt LinkedIn offers to add a label to a connection to help you remember them in the future?

User Prompts

Print these out on separate pieces of paper and give them to the user as you move through the test.

1. You recently met a GA alum at a Creative Mornings event. You would like to add them to your network. How would you do that?
2. You are trying to get better control of your contacts so in the future you can remember better how you know people. LinkedIn now offers the ability to add labels to a batch of connections all at one time. There are 5 people already in your network who you know you connected with after completing the UXDI19 program. How would you expect to be able to organize them?
3. Ok, now it is two months later and you are trying to remember that connection you made at Creative Mornings because you recall that he is working on an interesting new app that you think a friend might be interested in. Unfortunately, you can't for the life of you remember that connection's name and aren't sure where he works, but you would recognize his face if you saw it. How would you find him?
4. John Smith reached out to you recently and implied that you and he knew each other 4 years ago. You don't immediately remember him and he hasn't specifically named how you were involved with each other. How might you go about remembering how you know John?