

USER ENGAGEMENT PLAN

| | |
|------------------------|--|
| Study Title | Award View |
| Study Type | Open card sort (unmoderated & think aloud style) - Remote via Proven by Users and Zoom |
| Participant Segment(s) | Grant Administrators |
| Participant Goal | 10+ |
| Deliverable(s) | Findings Report |
| Start Date | 7/20/2020 |
| End Date | 8/7/2020 |

Overview, Goals, and Timeline

The team needs to gain a deeper understanding of how our users interact with awards and their pre and post-awards management. This research will help us determine the global navigation and information architecture.

| | Week of | 7/20/2020 | 7/27/2020 | 8/3/2020 |
|--------------------------------------|---------|-----------|-----------|----------|
| Write & Test Card Sort | | | | |
| Recruiting | | | | |
| Open Study | | | | |
| Close Study | | | | |
| Data Analysis & Reporting | | | | |

Methodology

An open card sort asks participants to group terms into categories they feel each term best fits into. A think aloud asks participants to explain how they are sorting the cards and why they chose the labels they did. Participants will receive a link to a Zoom meeting and card sort through [Proven by Users](#). The Zoom meeting will automatically record participants' screen and voice with [prior approval and opt in](#). The card sort will include a word bank and participants will be asked to organize the word bank cards into groups. Once the participant has organized their groupings, they will then be asked to label their groupings.

Card Terms List : [Google Doc](#)

USER ENGAGEMENT PLAN

Recruiting

Participants will be recruited from a variety of campus units and be invited via email. The participant list will be approved by the product owners.

The invitation email copy to be used:

Diary Study Participants Call for Participation:

Hi [insert participant name here],

Thank you for your feedback during the recent Diary Study you participated in.

The ORIS team invites you to participate in our next user research study to inform future product improvements for pre- and post-awards management.

This study is an online card sort activity that will take 30 minutes or less for you to complete.

To sign up for the study, please complete the following form:

<https://forms.gle/9myiqQSjZQ4cYSNq7>

The team appreciates your continued participation.

Sincerely,

Janie Ralston
UX Researcher

USER ENGAGEMENT PLAN

Open Call for Participation:

Good afternoon,

The ORIS team invites you to participate in a user research study to inform future product improvements for pre- and post-awards management.

This study is an online card sort activity that will take 30 minutes or less for you to complete.

To sign up for the study, please complete the following form:

<https://forms.gle/9myiqQSjZQ4cYSNq7>

Your participation in this study directly affects product development.

The team appreciates your time and participation.

Sincerely,

Janie Ralston
UX Researcher

Email Instructions for Opt-Ins:

Hi [insert name here],

Thank you for volunteering to participate in this user research activity. The think aloud card sort should take 30 minutes or less to complete.

Instructions:

Click the Zoom meeting link, share your screen and be sure you are unmuted. You don't need to turn on the camera. The meeting is set to automatically record.

Next, go to the card sort activity and follow the instructions there:

<https://provenbyusers.com/cs.php?c=fa9c13408>

Thank you for your time and participation!