EVALUATION SCRIPT - http://skillsense.herokuapp.com/#/home

Site Goals (reworded)

- Facilitate networking between "students" / "mentors" (learn)
- Easily connect "students" and "clients" to each other (work)

Test Goals:
- Evaluate how well site connects students with mentors and clients
- Evaluate how well site communicates credibility of users
- Identify user pain points surrounding usability
- Identify opportunities to strengthen communication of site value

Test time: ~20 min

Start time:

Materials: laptop, backup laptop, mouse, notebooks, sticky notes, pens, consent form, scripts and chargers

Client Tasks:

1. Post a new job
2. View job applicants
3. Hire and communicate with applicant

Student Tasks:
Scenario 1
   1. Discuss hierarchy and homepage
Scenario 2
   1. Search for a mentor
   2. Request a mentor
        a. **Team member will be on a computer in other room and accept mentor request**
   3. Send mentor a message
Scenario 3
   1. Search for jobs
   2. Invite mentor to a job
   3. Apply for a job

Mentor Tasks:

1. Create mentor account (give them mentor data: Password = 1234)
2. Submit account for admin review (other evaluator accepts mentor)
3. Check messages for confirmation
4. Log out.

   Hidden team member connects w/mentor as student, then applies for job.

5. Log in and check messages.
6. View mentorship invitation.
7. Accept mentorship invitation.
8. Send mentee a greeting message.

   Student applies to job, send message to mentor.

11. Check messages.
12. Message student.
13. Log out.

Introduction:

Hello _____, I am _____ , and my team members are _____ and _____.

We appreciate you taking time out of your day to be here. You may have already been briefed about why you are here and what you'll be doing, but I'll give you a quick summary:

My team and I are working with a group of developers on a new web application. Today we're going to observe you and ask you questions as you walk through a few tasks as a user of the site.

We want to learn how users interact with the site and identify any problems you might encounter. Additionally, as you go through the tasks, we'd like you to think out loud as much as possible, describing how you're feeling as you go through these exercises.

That said, we want to reassure you that *we are not testing you* - we're testing the website. There is nothing that you can do wrong during this session. We're simply testing the site itself to better understand its usability.

Consent:

If it's okay with you, I'd like you to fill out this consent form. It states that you consent to audio and video recording of today's session. This recording will only be shared with members of our design team. It helps us make sure we didn't miss anything that might be important to us and allows us to go back and double check our research.

Provide Consent Form

Start Recording

Site Overview/Context:

What level of familiarity do you have with freelancing sites or job boards?

The web application we'll be testing today is called SkillSense. It's a platform designed to facilitate networking between early-career practitioners looking for freelance work, and established professionals who can provide guidance. The site also aims to connect potential employers who have small scale projects or tight budgets with early-career practitioners looking to take on projects to advance their skills.

How would you characterize the role or roles you have assumed in this area?

What level of comfort have you had looking for freelance work or looking to hire someone for freelance work in the past?

How did you go about that? Did you utilize any particularly helpful resources?

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QUESTIONS FOR STUDENT ROLE

Scenario 1 (Student): **Home Page**
Great, thank you for that. Now we'll walk through a few scenarios as you use the site. You're going to assume the role of a student using SkillSense to find some freelance work. You've registered an account with the site before, so we'll have you log in using the username and password on this sheet.

Provide participant with username and password (Supplemental Info #1)

I'll give you a moment to log into your account.

Now, without clicking on anything just yet, but feel free to scroll, tell me about what you see.

What are your first impressions? What do you assume this site has the capability of doing?

First impressions (initial reactions to hierarchy, overall design and what are they struggling with on homepage)	Notes:

Physical reactions	Notes:

Closing Q's:
On a scale of 1-4 how would you rate this pages clarity?   1   2   3   4

You've had a few moments to look at the site and become familiar with it. With the information you have and assuming you are an early-career practitioner, in search of a job, where might you go from here?

Scenario 2 (Student): Search For, Request, and Message Mentor
Awesome, so now that you're familiar with the homepage let's go to the next task. As a student user, SkillSense requires you to be connected with an established professional in order to apply for work using the site's services. It's best for this established professional to have some similar skills as you do to verify your credibility as a freelancer.

Q:
With this information, where do you think you might be able to connect with an established professional?

REMINDER TO PLEASE CONTINUE THINKING ALOUD AND EXPRESSING YOUR FEELINGS

Prompt:
Can you show me how you would go about finding an established professional that can give you credibility?

Searching for mentor	Notes:

Requesting a mentor	Notes:
Talking with mentor	Notes:
Credibility of mentor	Notes:
Overall Pain points	Notes:

Do you have any questions about the process we just went through?

As a student… could you maybe talk me through what you might have expected to go differently here?

On a scale of 1-4 how trustworthy did you mentor seem?   1   2   3   4

Scenario 3 (Student): Job Search, Mentor Invitation, Job Application

Awesome, we have a mentor who can verify your credibility to employers. The credibility of your mentor can influence an employers prospect of hiring you. Think about what you're intentions are or would be with this website, what might you do at this point?

In this scenario, as a student who now has a mentor, try finding a freelancing opportunity.

But before we begin, how might you start this process? Where would you go and what might you expect?

Great, let's dive in a search for freelance work, invite your mentor to it, and apply.

Job Search	Notes:
Inviting mentor to job application	Notes:
Apply for a job	Notes
Client credibility/pain points	Notes:

How might have you been able to connect with a client more efficiently? How might it have been easier for you? What was missing?

Great, thank you for that. We're just about done here, but before we wrap up, do you have any other thoughts or questions?

Thanks so much for that feedback. That's all I have for you, thanks for taking the time to answer these questions for us!

QUESTIONS FOR CLIENT ROLE

As an employer of freelance work, could you talk me through a really positive or negative experience you've had in this space?

POSITIVE or *NEGATIVE*

How did _____ make you feel?

Why did _____ make you feel that way?

If that experience had gone differently, what would that have looked like, and what would have been helpful?

Thank you for sharing that, now let's walk through a scenario where you are an employer looking for development talent to help you with a project on a tight budget. You've registered with SkillSense and have logged into your account, which brings you to the client landing page, "Your Profile."

Show participant computer screen on 'Your Profile' page.

Take a few moments to look at the page. You can use the mouse to scroll, but don't click on anything just yet. You can disregard the inactive links to LinkedIn, GitHub, and 'Website.' From your employer perspective, what are your first impressions? What do you think you can do here, and what might you do next?

Why do you say that? What makes you feel that way?

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Okay, thank you for that. Now, as the employer looking for someone to work on a project, what would you want to do next?

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(Or, refer to the last question: You had mentioned that you'd want to put your project on the site, so let's do that next.)

Okay, since you have a project you want to hire help for, let's create a post for it using the details I've provided for you. Could you show me how you might go about that? Feel free to speak your thoughts aloud as you make and post your job.

(Participant moves through posting of job using Supplemental Info.)

(Participant selects 'Submit.' As the following two questions are asked, Hidden team member, logged in as Student, locates participant's job posting and applies using "Supplemental Info #2".)

Is there anything missing that you think is important at this step in the client's process?

Thank you for sharing those thoughts with us. As a client, you're eager to get your project off the ground. Some time has passed since posting your job. What might you want to do next?

Great, you'd probably want to see who responded to your post. Allow me just a moment to apply to your posting as a student. How might you go about seeing any responses?

What are your initial thoughts here? What would you want to do next?

Okay, it looks like your job posting has caught the eye of a student. Let's go ahead and take a closer look at them.

Spending some time on this page, what are your thoughts? As a client reviewing a potential hire, is there anything missing here, or any changes that you'd want to see?

How would those additions or changes be helpful to you?

Great, thanks for that feedback. Now let's say that this student meets your project needs and you'd like to hire them. Go ahead and do that now.

What are your thoughts at this stage? How are you feeling about the hiring process so far?

Okay, now that you've hired a student for your project, what might you want to do next?

Great, let's say you want to message the student regarding your project to get them started. Let's go ahead and compose a message to the applicant- how might you go about doing this?

As a client using this message platform, what are your thoughts?

Is there anything missing from this space that you'd like to see? Why?

Great, thank you for that. We're just about done here, but before we wrap up, do you have any other thoughts or questions?

Thanks so much for that feedback. That's all I have for you, thanks for taking the time to answer these questions for us!

SCENARIOS FOR MENTOR ROLE

Scenario 1 (Mentor): Account Creation
You'll be assuming the role of an established professional who wants to use SkillSense to mentor less-experienced tech practitioners.

What kinds of instances have you had mentoring less-experienced practitioners in the past? Tell me a little about them.

Have you also experienced being the mentee before, whether in a formal or informal context? If so, what impressions did that experience leave you with?

In either scenario, how did you go about connecting with your mentor or mentee?

Thank you!

Let's begin by clicking on the link to the website.
What are your initial thoughts or impressions about the site?

[blank box]

Excellent. Now I'd like you to register for an account using the information on the sheet I've given you.

Please try to think aloud as much as possible as you go through the onboarding process.
You can draw from your own professional background, or make up the information.
You can also disregard the LinkedIn, Github, and Website portions of the account for now.

[blank box]

Hidden team member logs in as ADMIN and approves mentor.

Now that you're registered, what do you think will happen next?

[blank box]

Before we proceed to the next step, feel free to explore the site. Don't forget to think aloud as you click around!

Observations	

Pain Points	

I'd like you to log out now, and I'll ask you a few questions.

How clear was the signup process to you?　　　1　　2　　3　　4

What would be your expectations for the mentor verification process?
How well did the SkillSense process align with your expectations?　1　　2　　3　　4

What do you feel should happen next in the process?

Do you have any other insights you'd like to share about registration?

Great! Why don't you log out.
In this scenario, a few days have passed before you log back into SkillSense.

Scenario 2 (Mentor): Check Messages, View/Accept Invitation, Send Greeting
Hidden team member (STUDENT) sends mentorship request to mentor.

Log back into the site.
What is your first instinct upon logging in?

We want them to check for admin approval and any student messages.
Gently guide them to the mentorship request.

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Now that you've been requested as a mentor, do you think the student's skills align with your career experience? Why or why not?

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Do you feel that the student has been accurately vetted for their potential position?

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What do you think would be the next step?
How would you communicate with the student?

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At this point, you've interacted with the SkillSense messaging platform. What are your observations about how messaging works on the site?

Observations	
Pain Points	
Comments on Messaging in general	

Hidden team member applies as student for client job.

Now that you're mentoring the student, they're going to take the skills and insights you've helped them develop and apply to some projects.

Before we move on, I'd like you to rate the mentorship process.

How would you rate the content?   1   2   3   4

What about the clarity of the process?   1   2   3   4

Are there any changes you might make?

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Thank you! Next up, we'll work with the student as they apply for a gig.

Scenario 3 (Mentor): Student Applies, Check Messages, Send Congratulations
How would you know if the student has applied for a project?

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It looks like your mentor relationship has been a success.
Would you like to send them any message of congratulations?   **Y   N**

After going through the SkillSense mentorship process, do you have any final thoughts? Is there anything missing from the process that you'd like to add? Is there anything you felt was a success that can be built upon?

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Do you have any additional thoughts on the process or on SkillSense in general?

F-Ups	

Process	
SkillSense thoughts	

Thank you! If you have any last thoughts, let me know.
Otherwise, this is the end of our session.