

USGA Event Management Usability Study Plan

Suzette Ruys, UX Designer Moderator & Saaket Unadkat UX Designer

Background

As part of a redesign and modernization initiative, the USGA has engaged Deloitte to redesign the current TPP platform, starting with Event Management and Tournament Setup functionality. This test is targeted at the various administrators of the GHIN/TPP platform. Testing will take place between **05/03/15 - 05/04/15**.

Stakeholders

USGA	DELOITTE
Ross Galarneault Director, GHIN & Handicapping Business Development	Leor Bachar Senior Manager
Fran Nee Assistant Director GHIN Association Svcs.	Imran Ullah Senior Manager
Joe Cavallo Manager, Project Development & Quality Assurance	Jeremy Tittle Engagement Manager
Steve Edmondson Managing Director, H.C., Course Rating & GHIN	Kenneth Marzin Manager
Jessica Carroll Managing Director, Information & Digital Technologies	Henry Li Business Analyst
	Janet Huang Business Analyst
	Saaket Unadkat User Experience Designer
	Suzette Ruys User Experience Designer

Scope

We are currently focused on the administrative tools that assist club managers and members of the SRGA in performing their required duties as they relate to event and tournament setup and management.

Study Goals

To gather insights from members of the SRGA that relate to their specific duties as club admins and SRGA admins.

1. How successful are participants at using TPP/Events to complete primary tasks?
2. How easy is it for participants to complete data entry/mining tasks and how quickly can they find, create and use the information that is needed?
3. How learnable are the new standardized UX patterns for Events?

Participants

For the first round of phase two testing, the USGA has chosen six different SRGA participants ranging from small organizations to large organizations. Those selected ideally match the profile of the defined end users as closely as possible with insights and findings being weighed in accordance to any potential outlier characteristics of the individual participants.

NAME	ASSOCIATION
Justin Ahrens	Nebraska GA
Scotty Crouthamel	Washington State GA
Jesse Menachem	Massachusetts
Chad Pitts	Iowa GA
Bob Ward	Rhode Island GA
Brian Mahoney	Metropolitan GA

Methods

A 45-minute study session with one participant will include an introductory warm-up interview to learn what they consider their core responsibilities and learn how they relate to Event Management functionality. We will also inquire about generic information like name and technical knowledge as an icebreaker before jumping into testing.

This will be followed by a usability test where the participant performs about 8 scenarios interacting with a high-fidelity prototype. Finally, we will conduct a follow up interview to allow participants a chance to speak freely about the design and areas where they feel there is room for improvement.

Two UX designers will run the tests - one as a moderator and the other as a dedicated note taker. We will collect study data in the form of digital/analog notes and screen capture video. The testing will take place at the Olympic Club in San Francisco, CA.

A total of **one and only one** USGA observer may be present during testing. Up to one member of the functional team may be present. This is to ensure that the participant is comfortable during the testing process and doesn't feel like too many people are critiquing their use of the prototype.

Background interview

Before beginning the usability test, we will seek to learn more about the participant's background, experience, and technology preferences. We will also inquire about other online tools they use to manage events and tournaments and how they perceive the quality of those products.

Schedule

Activity	Estimated time	Time/Date
DAY ONE		
Participant 1	45 mins	05/03/2015, TBD
Participant 2	45 mins	05/03/2015, TBD
Participant 3	45 mins	05/03/2015, TBD
DAY TWO		
Participant 4	45 mins	05/04/2015, TBD
Participant 5	45 mins	05/04/2015, TBD
Participant 6	45 mins	05/04/2015, TBD

Usability Tasks

These usability tasks are designed to highlight how easily admins of the system can access key information as it relates to core functionality for Event Management and Tournament Setup. These tasks will reveal usability issues via the following scenarios:

- Completing specific tasks
- Evaluation of screen navigation and information architecture efficiency
- Problem discovery
- Overall experience

Participants will be read a scenario, then will be asked to perform the task while verbally explaining their thought process and decision making while performing the task in a “think aloud” format. The participant will be allowed to ask the tester questions if they don’t understand the scenario, and will be asked to inform the moderator if they feel they can’t complete the task. The tasks below act as a script for the tester while audio and video of the participants’ performance will be recorded. Each task will be successfully completed by reaching the end-state as defined in the usability tasks shown below.

Profiles

In order to help our participants empathize with scenarios that are not part of their day-to-day, i.e. an SRGA who does not perform club level tasks, we will provide profile cards including our personas prior to each task.

- Amy - Club Admin
- Chris - SRGA Admin

1.

Print these prior to testing and give a brief overview before each scenario. Place the persona on the table next to the laptop to remind them of which person the task is directed to.

Tentative: We may also need to provide a handout of the event/tournament setup and configuration we want to test for.

Scenario	Task Steps	Completion End State
<p>(1) CHRIS</p> <p>You are on the My Event List page of Events. Describe what you think this page does.</p>	<p>1) Talk about the filters and the 3 event lists</p> <p>2) Toggles to the calendar view.</p>	<p>The participant is on the event list page and articulates where they think they are and what the page does.</p>
<p>(2) CHRIS</p> <p>You need to search for an event happening at a club in your association.</p> <p>You don't remember the name of the event, but you know the name of the club.</p> <p>Club Name: Broken Sound Golf Club</p>	<p>1) Clicks on event search from the main menu.</p> <p>2) Enter a club name and hit search</p> <p>3) Selects the right event name from the results page.</p>	<p>The participant lands on the event management - page for the selected event.</p>
<p>(3) CHRIS</p> <p>The association wants to start a series of free membership events in another time zone.</p> <p>Adjust the event setup for the Mountain Time Zone.</p>	<p>1) User goes to the main navigation and selects global settings.</p> <p>2) User changes the time zone</p> <p>save button?—where does this leave users?</p>	<p>The participant saves the changes to the global settings page.</p>
Scenario	Task Steps	Completion End State
<p>(4) AMY</p> <p>Create a new event at the club. The event should include a tournament and a member dinner. Make sure that payment is included.</p>	<p>1) User enables payment page to be shown in global settings</p> <p>2) Clicks on "create event" in the event list page.</p> <p>3) Fills in all required fields on the create event modal.</p> <p>4) Clicks to create event</p> <p>5) Proceeds to fill out all management pages.</p>	<p>The participant saves the event after inputting all parameters they want to apply to the event.</p>

<p>(5) AMY</p> <p>This event has a big waitlist and 4 participants just withdrew from the event. You need to remove them from the list of registered participants and approve the next 4 participants from the waitlist.</p> <p>Info:</p> <p>Mark Morse, Reg ID = 001</p> <p>Simon Keatley, Reg ID = 002</p> <p>Elizabeth Kent, Reg ID = 003</p> <p>Robin Elwick, Reg ID = 004</p>	<ol style="list-style-type: none"> 1) user goes back to the “my events “ page 2) clicks on an event and uses the sidebar to navigate to participant list. 3) the user selects the four participants using the checkboxes and clicks on the “withdraw” link. 4) the user then uses the sidebar to navigate to the wait list page and selects four wait listed people. 5) the user clicks on the “approve” link to move them to the registered list. 	<p>User will still be on the wait list page after clicking the “approve” link.</p>
<p>(6) AMY</p> <p>You need to contact all attendees for your event to notify them of a date change because of rain.</p> <p>Event Name: TBD</p>	<ol style="list-style-type: none"> 1) From the sidebar the user selects the “message” link under the participant list subhead. 2) The user selects event attendees form the drop down, 3) User types a message 4) User selects the send button 	<p>The user will still be on the messaging page after clicking the “send button”</p>
<p>(7) AMY</p> <p>The tournament has added additional flights. Make sure that a multi-flight tournament is setup.</p>	<ol style="list-style-type: none"> 1) users clicks the new event button 2) user completes the event management setup 3. user proceeds to the tournament setup and completes this information for a multi-flight tournament 	<p>The user clicks the “save” button and remains on the “Tournament Setup” page.</p>
<p>(8) AMY</p> <p>You need to change the scoring on a per flight basis for your multi-flight tournament. Show how you would do this.</p>	<ol style="list-style-type: none"> 1) user goes to the scoring page 2) user selects the option to customize scoring for each flight and round 3) user fills in the information on a per flight basis 	<p>The user submits the scoring information and stays on the scoring page</p>

OPTIONAL TASKS		
Scenario	Task Steps	Completion End State
<p>(9) AMY Create a 2-Person-Team, Stroke Play game using Net scoring.</p> <p>Set the Handicap Allowances by player position or by Total Team Course Handicap</p>	<ol style="list-style-type: none"> 1) Selects the Game Type: Stroke Play 2) Selects the Group By: Team 3) Proceed to Scoring Setup screen and select Stroke for Scoring System 4) Input Net for 'Net or Gross' 5) Click on "Handicap Allowance" 6) Input Course Handicap %'s into the tables. 	
<p>(10) AMY Create a Multi-Ball game in which the best ball varies by hole, as well as by Gross and Net. The game will also always count the Gross ball for Player 1, and the Net ball for Player 2.</p>	<ol style="list-style-type: none"> 1) Selects the Game Type: Stroke Play 2) Selects the Group By: Team 3) Proceed to Scoring Setup screen and select Stroke for Scoring System 4) Input Net for 'Net or Gross' 5) Select "Multi-Ball" 6) Input Combination for 'Net or Gross' 7) Click on 'Multi-Ball Setup' 8) Select 'No' when asked "Same Scoring Method for all Holes?" 9) Input the number of best balls for Gross and Net across all 18 holes 10) For Player 1, select 'Gross' across all holes 11) For Player 2, select 'Net' across all holes 12) Hit Save 	

Follow up Interview

After completing the above tasks, each participant will discuss their experience using the prototype and offer any suggestions they might have on how to improve the system. All comments are to be recorded and then evaluated after testing. Comments deemed by the testing team to be subjective or not representative of the 80% user base majority will be tagged as edge cases but not acted upon.

We will hand participants a piece of paper with a link to an online form at the end of the session. This will provide participants with an opportunity to add any additional comments that they might not have been able to articulate during the testing session.

Study Environment

All participant studies will be conducted at the Olympic Club in San Francisco, CA in quiet conference rooms. The testing room should be able to accommodate space for the participant, the study moderator, and one other optional observer. Each study will employ use the following equipment:

- 1) Screen recording software - Silverback

- 2) Laptop with mouse.
- 3) Notebooks

Study Facilitation

Each usability session will last approximately 45 minutes. Participants will be tested individually. Each study session will be facilitated through a moderator, a second on-site team member, one optional in-session USGA observer, and the participant themselves. The moderator and in-session observer(s) will accompany the participant as they participate in the study. The moderator will facilitate the participant background interview, usability tasks, and follow-up interview.

Guidelines for Observers

Running a successful usability test requires observers to adhere to strict guidelines so participants feel comfortable and willing to share information. To make sure your presence as an observer does not cause discomfort to participants or otherwise affect the quality of the data we collect, please observe the following rules:

- 1) Arrive before the session is scheduled to start
- 2) You must stay for the duration
- 3) Mute your cell phones and computer
- 4) Resist the urge to help the participant
- 5) No laughing, grunting, aha-ing, or distracting body language
- 6) Hold questions till the end
- 7) If there's something urgent you'd like to communicate, write a note or whisper to the moderator or second on-site team member
- 8) Ask open-ended questions, not leading questions
- 9) Take notes and share them

Study Kit

Checklist

Equipment

- 1) Internet connection
- 2) Power supply for laptop
- 3) Notebook and pen
- 4) URL link for Google form

Introduction

2 Minutes

MOD: Hi, my name is _____, and this is _____. We both work with _____ and are here today to get feedback on a conceptual redesign for the Events/TPP platform.

We're redesigning this administrative tool for you, your colleagues, and club admins in your association. Your feedback, opinions, and expertise will help us design it to work for you. We're going to do a pre-interview and post-interview to learn more about you and ask you to participate in a role-playing activity. This should take about 45 minutes.

It's important to remember that we're not testing you, your skills, or your experiences—nothing you share with us today will be used against you in any way—rather, what we learn from you will help us make better design decisions. Please feel free to speak freely and openly.

We are using what we call the “think-out-loud” protocol; we would like you to talk us through what you are thinking as you engage in the activity. Your ideas are important and we need you to voice your thoughts.

We will be recording this session. Any information collected during this interview is strictly confidential and will not be shared outside of the research team.

START SILVERBACK

Do you have any questions for us before we begin?

Background Interview

TOTAL: 10 Minutes

Background

1. What is your name?
2. How would you define your role as an SRGA?
3. How long have you been an SRGA and what did you do before that?
4. Can you tell us a little bit about the tournaments that you run/create?

Technology

1. On any given day, how much time would you say you spend interacting with a screen (phone, tablet, computer?)
2. What are your favorite websites/apps?
3. What websites/apps have you had a bad experience with?

Follow up interview

TOTAL: 5 Minutes

1. Where there any tasks you found particularly difficult, why?
2. What problems do you foresee with this this website?
3. What could we do to make this website better? What do you feel is missing?
4. Now that you've seen the website in action, do you think it's something straightforward enough for your colleagues to use?

Reflection interview

TOTAL: N/A

Tell the participant that their feedback has been extremely valuable and that we look forward to sharing future installments with them. Explain how they can provide more comments using the Google Form.

Send the email