

# ██████████ Process Model Interface Concept Testing Research Plan

## Research Plan

### Background/Overview

“The Process Model UI is a future feature of ██████████ being implemented in order to improve efficiency by removing the dependency on the ██████████ team to create process models and increasing speed of ██████ launches. By introducing process models to content authors, content authors have better visibility what process models are active and deprecated.”

Following the creation of the new process model, this document describes a test plan for conducting a concept test for the initial stage of a Process Model UI for the ██████████ team that is being implemented in the future within ██████████. The goals of the concept testing is to validate and improve the launch of the Process Model UI features, while simultaneously increasing visibility of various process models used by content authors and apps and standardization of those applications used within ██████. This is an iterative document that will help accelerate UX design and research to provide a seamless experience for content authors, app team, SDEs, and Task UI SMEs of the ██████████ team.

### Research Goals

The goal of this research is capture feedback at a design high level from users early in the design process and iteration phase. We will be focusing our research on obtaining feedback that shape the UX design inconsistencies and problem areas in order to:

- Evaluate pain point end users have when navigating through in the view and find model while identifying UI issues.
  - Navigation Errors - failure to locate functions, excessive keystrokes to complete a function, failure to follow
  - Presentation Errors - failure to locate and properly act upon desired information in screens, selection errors due to labelling ambiguities
    - Terminology Errors - ambiguity behind the different terms and their definitions
      - Terminologies that different content authors use (differentiated by EU and NA content authors)
      - Terms that mean one thing for the users, but actually mean another - Variable name vs Attribute name
  - Control Usage Problems - improper toolbar or entry field usage
    - “Find” search entry
- Increase visibility of content UI for content authors on various process models
- Implement faster training in-app training while standardizing defining process models

### Research Questions

- **Establish grounds of current responsibilities and difficulties**
  - What are they currently doing at the moment within Amazon?
    - How long have they been in this role?
    - How long have they been at Amazon?
  - What are their primary responsibilities of their job?
    - How long have they been at Amazon and in the role?

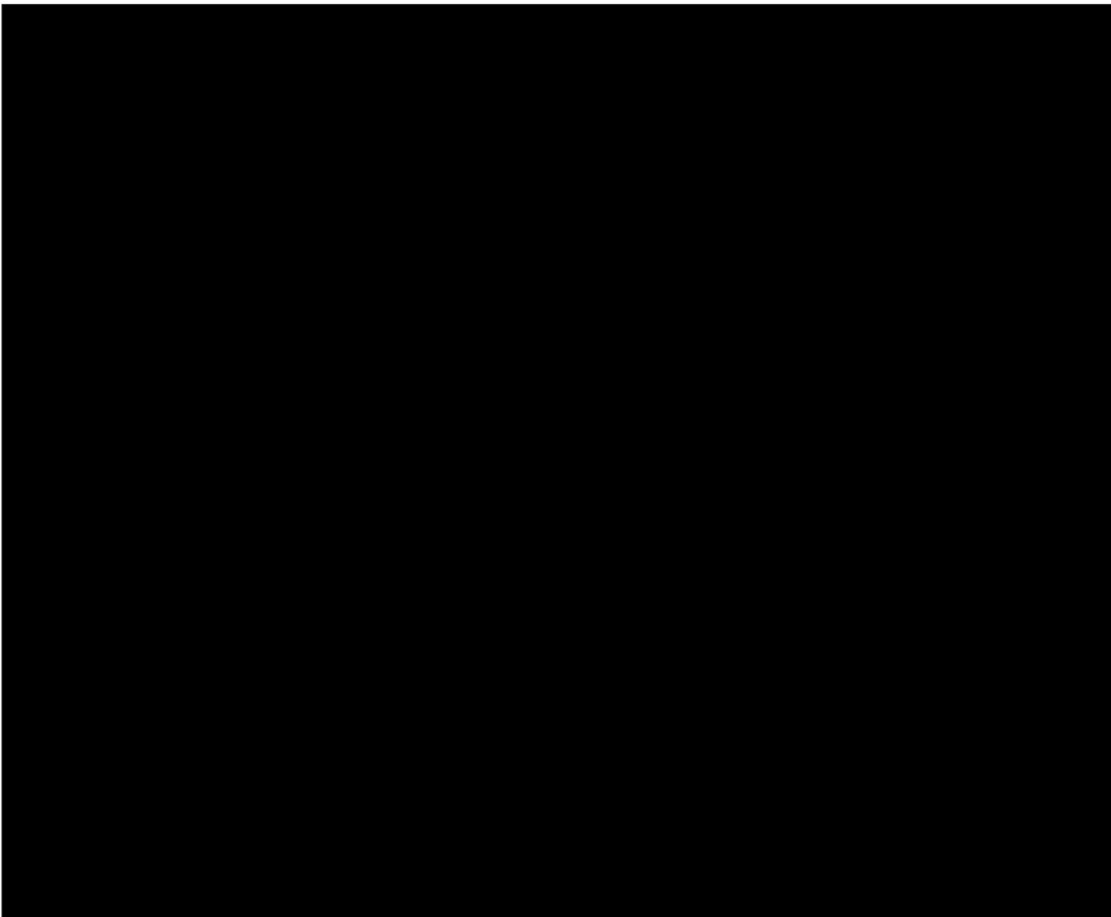
- **Calibrate a general high level of understanding**
  - How do they currently perform find and viewing functionalities for process models?
  - What are some of the challenges with how they do it right now?
- **How do the users currently understand process models and how do they perceive the experience when shown the designs?**
  - What are their initial thoughts on the page?
    - What are their expectations when viewing this first design/page?
  - What actions are they going to take?
  - What do the different areas in the wireframes signify in terms of functionality?
  - What are they seeing, their first thoughts, what do they think the design is for?
  - What do they expect when they hit certain CTAs and what would that bring as for the next step?
    - What do they think the next step is?
    - If they think nothing happens, why do the users think nothing happens?
  - Why did users take an action and what is the reason they took this action?
    - What is the context?
- **Deep diving into tasks**
  - Do content authors know the difference between an [REDACTED] value and which should be implemented or if multiple values should be implemented?
    - Example: [REDACTED] for value names
  - Viewing Process Models (Part 1)
    - Do content authors know how to view lists of existing process models?
  - Finding Process Models
    - Do content authors and app team know how to find and differentiate process models by search ID and name?
    - Do content authors and app team know how to filter the process model names by A to Z?
  - Viewing Process Models (Part 2)
    - Do content authors know what version of a specific process model is active right now?
    - Do content authors know where to access the time the process model was activated?
    - Do content authors know where to look for the description of the process model?
    - Do content authors understand how many states and events are maintained within the process model?
    - How are content authors and app teams able to access legacy versions of the process model?
      - How are content authors and app teams able to access legacy details of the states and events?
    - How are content authors and app teams able to access details of the states and events?
  - Do content authors understand how they can retrieve data from the process model through different functions?
    - Example: Export process model functionality in view page

## Methodology

- **Concept Testing**
  - For this concept testing, I will be meeting with content authors who frequently use the new app/process models within their current job responsibilities as well as to get some design feedback on the current Process Model UI prototypes. These will be presented by a series of screens that show the view and find functionalities of the process model UI prototype concepts. These walkthroughs will be conducted in a moderated session along with

tasks that allow for the demystification behind navigating through the design and feedback from the user.

- Participants will take part in a concept test remotely via remote screen sharing technology and will be supported through Chime.
  - The facilitator will brief the participant and instruct that he or she is evaluating the process model UI application rather than the participant. They will also be provided with an option to have the session recorded or not recorded based on the participants informed consent.
  - The facilitator will instruct the participant for design feedback while also informing that the participant will complete both a section where they will be asked to do some tasks and a post-test questionnaire analyzing the usability of the design prototypes (SUS).
- SUS Qualitative Scoring
    - The SUS qualitative scoring is a scale used to measure the usability of the product. In this case, it is tested in order to show the usability of the design prototype detailing the process model.



### **Participant Profiles**

We plan to recruit 2-3 content authors for about 45 minutes each interview who represent the following profile:

- Content Author

### **Key Milestones and Expected Deliverables**

ASANA-Oriented Goals

