
Unmoderated Pretesting

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Unmoderated Pretesting (Remote Usability Testing)

- Conducted at participants' home, using their computer, at their convenience
- Video captures participants' computer screen and voice as they work through a series of tasks
- Typically used to evaluate a website, but can also be used for any online stimuli
 - ▶ Participants given a site and a series of tasks or instructions
 - ▶ Usually asked to think aloud as they work

TryMyUI

- ▶ One of several companies offering this service
- ▶ Found them easy to work with
 - Responsive customer service
 - Willing to replace 'bad' participants quickly
 - Participant panel with range of demographics
- ▶ Limited experience with other companies

Unmoderated Usability Testing

Testing Objectives

- Online Occupational Outlook Handbook undergoing a redesign
- Content layouts already tested
- Determine initial reactions to:
 - ▶ alternative home pages
 - ▶ landing pages
- Evaluate navigation strategies from home page

Global Evaluation Strategy

1. In-house usability testing (14 tasks)
2. Online, unmoderated usability testing (5 tasks)
3. Structured discussion groups with career counselors (two separate)
 - ▶ Advance access to prototypes
 - ▶ Encouraged to try them out
 - ▶ Walk through, demonstration, and discussion

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OCCUPATIONAL OUTLOOK HANDBOOK 2010–20

For hundreds of occupations—such as teacher, lawyer, and nurse—the Occupational Outlook Handbook tells you what workers do on the job, work environment, the training and education needed, pay, and job outlook.

OCCUPATION GROUPS

Architecture and Engineering

Arts and Design

Building and Grounds Cleaning

Business and Financial

Community and Social Service

Computer and Information Technology

Construction and Extraction

Education

Entertainment and Sports

Farming, Fishing and Forestry

Food Preparation and Serving

Healthcare

Installation, Maintenance and Repair

Legal

Life, Physical and Social Science

Management

Math

Media and Communication

Military

Office and Administrative Support

Personal Care and Service

Production

Protective Service

Sales

FEATURED OCCUPATION



Chefs, head cooks, food preparation and serving supervisors oversee the daily food service operation of a restaurant or other food service establishment.

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Food Preparation and Serving

Healthcare

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FEATURED OCCUPATION



Chefs, head cooks, food preparation and serving supervisors oversee the daily

Landing Page A










OCCUPATIONAL OUTLOOK HANDBOOK 2010–20

Search Handbook

Healthcare Occupations

Use arrows at the top of each column to sort alphabetically or numerically. Click on an occupation to see the full profile.

\$36,500 is the average 2008 pay for all occupations

Occupation	Percent Change in Employment, projected 2010-20		2008 Pay
Speech-language pathologists		72%	\$91,239
Athletic trainers		70%	\$115,648
Dental hygienists		64%	\$26,849
Veterinarians		62%	\$82,066
Respiratory therapists		58%	\$27,715
Medical records and health information technicians		55%	\$29,920
Veterinary technologists and technicians		52%	\$116,671
Surgical technologists		49%	\$82,869
Cardiovascular technologists and technicians		46%	\$95,332

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OCCUPATIONAL OUTLOOK HANDBOOK 2010-20

Healthcare Occupations

Occupations sorted in alphabetical order. Click on an occupation to see the full profile.

ATHLETIC TRAINERS



Pay 2010:
\$115,648 (May 2008)

AUDIOLOGISTS



Pay 2010:
\$44,342 (May 2008)

CARDIOVASCULAR TECHNOLOGISTS AND TECHNICIANS



CHIROPRACTORS



Pay 2010:
\$37,855 (May 2008)

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OCCUPATIONAL OUTLOOK HANDBOOK 2010–20

Healthcare Occupations

Use arrows at the top of each column to sort alphabetically or numerically. Click on an occupation to see the full profile.

	Occupation	Job Summary	Education	2008 Pay
	Athletic trainers	Evaluate, advise, and treat athletes to assist recovery from injury, avoid injury, or maintain peak physical fitness.	Associate degree	\$29,470 per year \$9.82 per hour
	Audiologists	Assess and treat persons with hearing and related disorders. May fit hearing aids and provide auditory training. May perform research related to hearing problems.	Doctoral or professional degree	\$62,030 per year \$29.82 per hour
	Cardiovascular technologists and technicians	Conduct tests on pulmonary or cardiovascular systems of patients for diagnostic purposes. May conduct or assist in electrocardiograms, cardiac catheterizations, pulmonary-functions, lung capacity, and similar tests.	Associate degree	\$47,010 per year \$22.60 per hour
	Chiropractors	Adjust spinal column and other articulations of the body to correct abnormalities of the human body believed to be caused by interference with the nervous system. Examine patient to determine nature and extent of disorder. Manipulate spine or other involved area.	Doctoral or professional degree	\$66,490 per year \$31.97 per hour
				

SAMPLE VIDEO

Key Results from Online Testing

- Extensive, useful first impressions
- Excellent 'talk aloud' feedback on screen features, especially concerning navigation and functionality
- Observed key differences in approaches employed by users with different computer experience

Participant Characteristics (7)

Asked for	Males	Females
Any gender	3	4

Asked for	Range	Mean
Any age	23-33	27

Asked for	Working outside office	Working in office	Working at home	In school
Any employment type	1	1	3	2

Participant Characteristics (7)

Asked for	High School	College	Graduate
Any education level	3	3	1

Asked for	Beginner to Intermediate	Expert
Any level of computer experience	3	4

Unmoderated Survey Pretesting

Testing Objectives

- Pretesting of global clothing questions
- Collect standard cognitive interview-type information from a large number of participants
 - ▶ Response strategies
 - ▶ Inclusion examples
 - ▶ Exclusion examples
 - ▶ Data for comparison/detailed questions

Testing Strategy

- In-house cognitive interviews (n=19)
- Online, unmoderated pretesting (n=57)
- Both modes used the same tasks
 - ▶ Think aloud: “Now, please describe out loud how you arrived at your answer for question 2. Explain what you thought about or what you remembered as you answered the question.”
 - ▶ Creating example lists
 - ▶ Answering comparison survey questions
- Online participants also categorized items

Participants

- All participants screened: “Have you purchased clothing in the past month”
- All participants from the US (TryMyUI also has participants from the UK & Canada)
- Nine test groups created, based on:
 - ▶ Gender
 - ▶ Age (18 – 34, 35 – 54, 55+)
 - ▶ Education (HS or less, some college or college degree)
- Trouble recruiting male participants over 55

Results

- Participants completed all tasks successfully
- Participants were able to give useful “think aloud” responses to probe
- Differential quality between participants
 - ▶ Some were excellent
 - ▶ Some would have benefited from interviewer probing
 - Got off topic
 - Didn’t follow instructions

SAMPLE VIDEO

Mode Differences

- Web results were comparable to cognitive interviews results
- Participants in both modes were able to:
 - ▶ Articulate response strategy
 - ▶ Complete all tasks
 - ▶ Provide valuable information to answer research questions
- Full results to be presented at AAPOR 2012

Conclusions

Overall Advantages

- Ease of recruiting
- High quality video recordings that can be shared
- Very competitive pricing
 - ▶ Approximately \$27 per participant (bulk discounts available)
 - ▶ Compared with \$43 per participant in standard lab study
- Timeliness of results

Overall Advantages (cn't)

- Excellent use of “think aloud”
- Written feedback from participants
- Corroborated in-house results
- Can rate participants

Advantages Survey Pretesting

Task	Cognitive Interviews	Unmoderated Testing
Requesting participants	20 min; explaining criteria to recruiter	30 min; specifying test groups and criteria
Screening	10 min/participant	0 minutes; done by TryMyUI
Scheduling	15 min/participant	0 minutes; study done at participant convenience
Preparing for interviews	10 min/participant	60 minutes total; setting up web survey and tasks
Conducting interviews	45 min/participant	0 min, self-administered
Total	31.67 hours	1.5 hours
Data collection	3 weeks	All videos within 3 days

Disadvantages

- Limited to 20 minutes
- Tasks must flow logically from one to another
- Instructions must be clear and precise
- No automated measures of time-on-task or success

Disadvantages Usability Testing

- Cannot correct navigation errors (need fallback instruction)
- Could not compare alternative versions in same session (lack of time, too difficult to control)
- Can specify selection criteria, but no guarantee you'll get what you want

Disadvantages Survey Pretesting

- Cannot provide probes to follow up on participants' comments
 - ▶ All probes must be scripted and therefore must be applicable to all participants
- No way to bring a participant 'back on track' if they start to digress during their "think aloud"

Conclusions

- Promising approach to collect pretesting information from large samples quickly and easily
- Useful “think aloud” information valuable for different types of pretesting
- Probably best used in conjunction with standard lab methods