Moderator Guide

Team #: 2
Participant #:
Date/Time of session:
Moderator:
Note-taker1:
Note-taker2:
Note-taker3:
Time Keeper:

Overview

The purpose of this study is to understand and analyze the major pain points of using Indeed's desktop site especially for international job seekers with specific requirements for jobs they're looking for. There is one master flow our team will investigate: logging into an account in order to find relevant jobs based on the specifications of an international applicant and saving them. In this research, we will be using several metrics to benchmark the user's experience with the Indeed site, including but not limited to quantifying obstacles they encounter leading up to the point of finding jobs and discovering new insights to better cater to our target users.

Set-up

- Randomization/counterbalancing of order of tasks on Indeed and Handshake sites
  - Participant will go through all the tasks given in one site; the order of which whether it will be Indeed or Handshake will be randomized
- Materials needed for a successful session
  - NDA Research Consent Survey
    - ****Important**: Be sure that the participant signs the Research consent survey prior to scheduling them (you can email the URL for the consent to each participant)
    - **Consent URL**: https://www.research.net/r/f2021SSRUTconsent
      - Feel free to have them complete the NDA / consent form during the tech-check
  - Related documents
    - Main: Moderator guide/script, test-session task time Excel spreadsheet
      - If a participant requires or requests any documents, email prior to the session
    - Additional: usability test session doc, usability research doc, etc
  - Tools (device, sites, additional resources)
    - A laptop/PC for participants which can browse Indeed and Handshake sites
      - Must ask for permission to share screen prior to the session
    - A laptop/PC for moderator(s)
    - Zoom installed and working both on participant's and moderator's devices
      - Help participants navigate between the sites and Zoom if needed

Participant Persona/Scenario (include which device/flow they are doing first)

Participant persona:

- International students in the US
  - Currently seeking employment or job searching while employed
  - Graduating or recently graduated (in general)
  - Must be looking for sponsorship or specifications from a company due to international status
  - Experience with *Indeed* and *Handshake*:
    - people who have experience using both the site
    - people who have used one or both at one point or familiar with both platforms
    - people who are new/unfamiliar with both platforms

Scenarios:

- Scenario 1 & 4
  - Login to Indeed/Handshake using the provided account, then search for one job with the following characteristics and save the job.
    - Developer position
    - Has sponsorship from the company
    - A salary in the range of 100,000-150,000 USD
    - Based in Austin, TX and the Bay Area
  - [goals: To understand if users are able to find sponsored jobs easily and search for jobs in multiple locations seamlessly]
- Scenario 2 & 5
  - (already logged into Indeed/Handshake) Search for a job that suits your unique set of skills. You have a desired work location in mind, however, you are not sure which type of position to apply to. Search for one job with the following characteristics and save the job.
    - Entry-level
    - Full-time
    - Skilled in Excel and SQL
  - [goals: To understand if users are able to efficiently utilize the filter function during job search]
- Scenario 3 & 6
  - (already logged into Indeed/Handshake) Search and save a job based on your own personal job interests while supporting your international status. Areas of interest include but not limited to…
    - *Parameters for international status*
    - *Your desired salary*
    - *Your desired location or locations*
    - *Your skills*
  - [goals: Ease of usage for existing filters in the assigned job seeking sites]

Round 1 Tasks [10 minutes per scenario; total of 3 scenarios on Indeed]

- R1.Scenario task 1 (~10 min)
  - Read instructions (share via chat)
  - Begin Task
  - Post-task
  - Comment on experience using site
  - Rate ease/difficulty (verbally)
  - Explain rating briefly
  - Prepare for next task
- R1.Scenario Task 2 (~10 min)
  - Comment on experience using site
  - Rate ease/difficulty (verbally)
  - Explain rating briefly
  - Prepare for next task
- R1. Scenario Task 3 (~10 min)
  - Comment on experience using site
  - Rate ease/difficulty (verbally)
  - Explain rating briefly
  - Wrap up
- Round 1 post-feedback (~5 min)
  - SUS chart
  - R1: Overall feedback

End of Round 1 Tasks (*the order of round can be interchanged depending on the user testing conditions)

Round 2 Tasks [10 minutes per scenario; total of 3 scenarios on Handshake]

- R2.Scenario task 1 (~10 min)
  - Read instructions (share via chat)
  - Begin Task
  - Post-task
  - Comment on experience using site
  - Rate ease/difficulty (verbally)
  - Explain rating briefly
  - Prepare for next task
- R2.Scenario Task 2 (~10 min)
  - Comment on experience using site
  - Rate ease/difficulty (verbally)
  - Explain rating briefly
  - Prepare for next task
- R2. Scenario Task 3 (~10 min)
  - Comment on experience using site
  - Rate ease/difficulty (verbally)

- ○ Explain rating briefly
  - ○ Wrap up
- ● Round 2 post-feedback (~5 min)
  - ● SUS chart
  - ● R1: Overall feedback

End of Round 2 Tasks (*the order of round can be interchanged depending on the user testing conditions)

- ● Comparisons / Preferences (~ 5 min)
- ● Final summative feedback re: their experience (~5 min)

Wrap up session

Overview of the Session: : *Introduction - explaining the overall task*
Hello, [participant name here], thank you for participating in our research session. My name is [test moderator's name here], and I am going to be walking through this testing session today. As a school project, we are going to ask you to perform a series of tasks related to searching for a job on Indeed and handshake, specifically the job sites, to get feedback from guests like yourself to identify any usability issues in the job search process. We've asked you here today to take part in research we are conducting on job site ease-of-use. One of our goals is to understand which features and functions on job sites are intuitive and easy for job seekers to use and which still need improvement.. We are not testing you, but rather the products related to job searching.

Feel free to think out loud as you go along through the process. If you have questions at any time, please feel free to ask. I might not be able to answer right away for some questions, because I don't know the answer or don't want to influence you. So I might ask if we can wait and talk about it at the end of the session.
Before we begin, do you have any questions?

So, that is where you come in:
Today we are going to ask you to attempt to do some common job search tasks on the Indeed site and the Handshake site.

During the session today, we will…

- Spend about 30 minutes using the first site to log in to Indeed and complete three different job searches, then I will ask you a series of questions
- Then you will do the same by logging in to Handshake and completing three different job searches, where I will then ask the same questions after completing your tasks.
- At the end of the session, we will focus on your overall feedback about the sites and how they compare.
- You will use an account we have created in order to gather consistent results.
- Remember, whatever private information you choose to share with us will remain confidential and will not be shared with a third party.

We want to have you use both Indeed and Handshake today so that you can directly compare the two in terms of **ease of use**, **clarity**, **overall organization**, etc

Rules of the Road

- There are **no wrong or right answers** today – this is not a test of how much you know about job sites. It is just a chance for you to react and give us your honest feedback.

- As you interact with the sites today, I will ask you to **think aloud** to share whatever you are thinking, feeling, or trying to do. This helps me understand better what is going on in your head (e.g. whether something is unexpected or is intuitive to you, etc.).

- **Feel free to ask me questions** today – I will do my best to answer them. If I don't answer them right away, it's only because I want to see if you can figure something out on your own first.

- If at any point today, I **stop you in the middle of a task** before you feel like you have finished, it is not because you have done anything wrong – it is just that **we have a lot to cover** today and so if we spend more time on one part, we may end up spending less time here, etc. I will watch the clock closely to make sure we get you out of here on time.

- Finally, I want you to know that **we are not involved in the design or development** of any of these sites. We are independent graduate researchers at the University of Texas who just want to gather unbiased and honest feedback from potential job site users such as yourself. So just relax and know that we value and are interested in all of your opinions about what you experience today, whether they be positive, negative, or somewhere in between.

Do you have any questions for me at this point?

SET UP
Before we start testing, we have a few technical preparations to get out of the way.

Share desktop Screen

- Let's start by having you **share your desktop** with us and get that set up **with the first site we want you to test.** Today, your first site will be the Indeed site. Don't open the site yet (in fact, let's make sure it is not open yet– if not please go ahead and quit that site).

Ok, now I can see your desktop screen. Before we go any further, go ahead and put your computer into a "do not disturb" mode (primarily, just to protect your privacy)

Scenario

When performing these tasks, let's keep this scenario in mind: You are in your last semester of school and you are preparing to enter the workforce. However, since you are an international student you need to make sure that your future job will provide sponsorship since you are an international student. Your goal is to find jobs that fit your needs.

//or//

When performing these tasks, let's keep this scenario in mind: You are currently working, but open to new opportunities. However, since you have an international status you need to make sure that your future job will provide sponsorship. Your goal is to find jobs that fit your needs.

I'm going to share with you the indeed link and a username and a password in the zoom chat for you to log in (paste in zoom chat) You will use the following account information to log in Indeed.

**REMINDER: Remember to think aloud as you execute each task. Other than that, please feel free to use the site in whatever way seems most natural to you. If you are ever in doubt as to what you should do, you should just use your best judgment and do what you would do if you were actually trying to complete this task at home.

Any questions?
Are you ready for your first task?

BEGIN Round 1 Tasks

R1_Task 1 = Login into the Indeed website using the provided account, then search for one job with the following characteristics and save the job. (don't share with the participant)

I'm going to share the description of your first task with you using the Zoom chat feature. Navigate back to Zoom and open the chat window – go ahead and read the task instructions aloud to me – then let me know if you have any questions or if you are ready to start the task.

TASK: Login to Indeed using the provided account details:
Username/Email:
Password:
Next, search for one job with the following characteristics:
- *Developer position*
- *Has sponsorship from the company*
- *A salary in the range of 100,000-150,000 USD*
- *Based in Austin, TX and the Bay Area*

Find a relevant job and save.

When you are ready to start this task, just launch the Indeed site and begin.

IMPORTANT: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: complications with searching for multiple locations, issues with filtering job criteria

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?
- What was the process of searching for a job that provided sponsorship?

POST-TASK:

- So, that was your first task. Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer.
- Ok, let's get ready for your second task

Task Reset: After every task, I'm going to ask you to go back to the same starting place on the site. For the Indeed site, after you have successfully completed a task, I want you to go back to the main page. Go ahead and navigate back to that place now (e.g. by clicking …).

R1_Task 2 = (already logged into Indeed) Search for a job that suits your unique set of skills. You have a desired work location in mind, however, you are not sure which type of position to apply to. Search for one job with the following (don't share with the participant)

TASK:

You are already logged in to Indeed, so now you are searching for a job that suits your unique set of skills. You have a desired work location in mind, however, you are not sure which type of position to apply to.
Search for one job with the following characteristics and save them.
- *Entry-level*
- *Full-time*
- *Skilled in Excel and SQL*

Find a relevant job and save.
IMPORTANT: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: complications with searching for jobs based on skill sets and selecting the type of employment.

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?

POST-TASK:

- Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer.
- Ok, let's get ready for your third task.

Task Reset: After every task, I'm going to ask you to go back to the same starting place on the site. For the Indeed site, after you have successfully completed a task, I want you to go back to the main page. Go ahead and navigate back to that place now (e.g. by clicking …).

- Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer.
- Ok, let's get ready for your third task.

R1_Task 3: (already logged into Indeed) Search and save a job based on your own personal job interests while supporting your international status. Areas of interest include but not limited to… (don't share with the participant)

TASK*: You are already logged in to Indeed. Now I am going to have you search for a job based on your own personal job interests. Keep in mind, you must find a job to support your goal of finding a job to support your international status. Use the following criteria, along with anything else you may need, to begin your search:*

- *Parameters for international status*

Find a relevant job and save.

IMPORTANT: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: unable to find their desired job due to usability issues, for example not being able to find a specific filter

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?
- What was the process of searching for a job that provided sponsorship?

POST-TASK:

- So, that was your final task. Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer.

END of Round 1 Tasks

- I'm going to share a **URL** with you in the Zoom chat. This will take you to a **10-question survey** where you will rate your experience using this site.
- First enter your **first name** and specify your **participant number** as {give them their number, e.g. P4}
- Use the dropdown to select Usability Team 2, then click next.
- Use the dropdown to specify that you are providing feedback about Job Search Flow on Indeed that you just completed.
- Read over the instructions and then go ahead and answer the set of 10 questions you see about your experience using the Indeed site now.
- **Let me know when you are done with the ratings. Don't click NEXT yet.**

PIVOT to Round 2 Tasks

Ok, so now we are ready to have you do the same tasks, this time using the Handshake site.

Are you ready for your first task using the Handshake site?

R1_Task 1 = Login to the Handshake website using the provided account, then search for one job with the following characteristics and save the job. (don't share with the participant)

I'm going to share the description of your first task again with you using the Zoom chat feature. Navigate back to Zoom and open the chat window – **go ahead and read the task instructions aloud to me** – then let me know if you have any questions or if you are ready to start the task.

TASK: Login to Handshake using the provided account details:
Username/Email:
Password:
Next, search for one job with the following characteristics:
- *Developer position*
- *Has sponsorship from the company*
- *A salary in the range of 100,000-150,000 USD*
- *Based in Austin, TX and the Bay Area*

   When you are ready to start this task, just open the Handshake site and begin.

   IMPORTANT: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: complications with searching for multiple locations, issues with filtering job criteria

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?
- What was the process of searching for a job that provided sponsorship?

POST-TASK:

- So, that was your first task. Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer.
- Ok, let's get ready for your second task.

Task Reset: After every task, I'm going to ask you to go back to the same starting place in the site similar to the previous round. For the Handshake site, after you have successfully completed a task, I want you to go back to the main page. Go ahead and navigate back to that place now (e.g. by clicking …).

R1_Task 2 = (already logged into Handshake) Search for a job that suits your unique set of skills. You have a desired work location in mind, however, you are not sure which type of position to apply to. Search for one job with the following (don't share with the participant)

TASK:
You are already logged in to Handshake, so now you are searching for a job that suits your unique set of skills. You have a desired work location in mind, however, you are not sure which type of position to apply to.
Search for one job with the following characteristics and save them.
- *Entry-level*
- *Full-time*
- *Skilled in Excel and SQL*

Find a relevant job and save.

<u>IMPORTANT</u>: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: complications with searching for jobs based on skill sets and selecting the type of employment.

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?

<u>POST-TASK</u>:

- <u>Any comments about how that went for you?</u>
- <u>Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]</u>
- <u>Tell me more about why you gave that answer.</u>
- <u>Ok, let's get ready for your third task.</u>

Task Reset: After every task, I'm going to ask you to go back to the same starting place on the site. For the Handshake site, after you have successfully completed a task, I want you to go back to the main page. Go ahead and navigate back to that place now (e.g. by clicking …).

R1_Task 3 = (already logged into Handshake) Search and save a job based on your own personal job interests while supporting your international status. Areas of interest include but not limited to… (don't share with the participant)

TASK:
You are already logged in to Handshake. Now I am going to have you search for a job based on your own personal job interests.

- *_Parameters for international status_*
- *_Your desired location_*
- *_Your skills_*

Find a relevant job and save.

IMPORTANT: Be sure to let me know when you think you have successfully completed this task. You can also start thinking aloud as soon as you begin.

Prompt: any reminder or info. prompts related to gating or intervening tasks (e.g., *Go ahead and do what you would normally do if you encountered this screen/message, etc.*).

Moderator notes:

- Time to complete the task :
- definitions of success: Complete success, Partial success with errors, and Success with prompting
- likely failures or areas to watch out for: unable to find their desired job due to usability issues, for example not being able to find a specific filter

Task Tracking

- How were the filters used?
- Were there any complications with filtering the job postings?

POST-TASK:

- So, that was your final task. Any comments about how that went for you?
- Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]
- Tell me more about why you gave that answer..

END of Round 2

- Now I'm going to share another URL with you in Zoom for you to rate your experience using this site.
- First, enter your first name and specify your participant number as {give them their number, e.g. P4}
- Use the dropdown to select Usability 2, then click next.
- Use the dropdown to specify that you are providing feedback about the Job Search on Handshake site that you just completed.
- Read over the instructions and then go ahead and answer the set of 10 questions you see about your experience using the Handshake site now.

- Let me know when you are done with the ratings. Don't click NEXT yet.

Post-Use Comparison

In the few minutes we have left, I'd like to give you a chance to compare and contrast your experience today using both the Indeed and the Handshake site. In this section, <u>please feel free to open both the Indeed or Handshake sites if you want to show me anything in particular that stood out or that you want to compare.</u>

Post-Q1: Do you think either the Indeed or Handshake was relatively

- Easier to use?
- More intuitive or useful?
- Better in terms of browsing / filtering / finding specific items?

Or perhaps, both sites seemed to be roughly equivalent in those dimensions. What do you think?

Post-Q2: Do you encounter anything that was confusing or seemed difficult to use?

Post-Q3: Which site do you think you would prefer to use: Indeed or Handshake? Can you tell me more about why?

Wrap Up
Well, that brings us to the end of the session. Thank you so much for your time and your feedback.

Next Steps: We will send out an email with some reminders about when you can expect to receive your $20 gift card. That email will also include contact information should you have any questions or need to reach out to the lead researcher on this project. Thank you again – we will be in touch.

END the Zoom call

Debrief with Team
Quick summary of key take-aways from the session
Any tips/advice to make the next session go better