

**MSN AppBar User Research Study
United States**

User Research
Protocol

Robert Murphy

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Table of Contents

Logistics	3
Contacts.....	3
IDIS.....	3
Microsoft Researchers	3
Dates.....	3
Location	3
Test configuration	3
Participants.....	4
Study research materials.....	4
Test objectives	5
Areas tested	5
Purpose.....	5
Research Questions.....	5
Metrics.....	6
Impact of results.....	6
Methodology	7
Study Materials	7
Study Outline.....	7
Task List	9
Test Script	10
Part 1: Introduction	10
Part 2: Internet Usage Interview	10
Part 3: Primary Home Page Usage.....	11
Part 4: Exploratory Opportunity.....	12
Part 5: Task Specific Home Page Usage.....	13
Part 5: Discussion and Comparison of Features.....	21
Part 7: Overall Comparison	23
Part 8: Bing ToolBar Evaluation.....	24
Part 8: Wrap Up.....	27
Acknowledgments	28
Appendix A	29
Appendix B	30

Logistics

Contacts

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IDIS

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Microsoft Researchers

- Robert Murphy, US – Bravern 2

Dates

Participant #	Day	Date	Time (Pacific Standard)
P1	Thursday	Feb 4	12:00 – 2:00
P2	Friday	Feb 5	9:00 – 11:00
P3	Friday	Feb 5	12:00 – 2:00
P4	Friday	Feb 5	3:00 – 5:00
P5	Monday	Feb 8	9:00 – 11:00
P6	Monday	Feb 8	12:00 – 2:00
P7	Monday	Feb 8	3:00 – 5:00
P8	Tuesday	Feb 9	9:00 – 11:00
P9 R	Tuesday	Feb 9	12:00 – 2:00
P10 R	Tuesday	Feb 9	3:00 – 5:00

Location

- All sessions will have the participants come into the lab facilities
 - Individual sessions at Bravern 2 Lab 1

Test configuration

Lab Testing - In lab testing configuration is as follows:

Test machine	PC
Operating system:	Windows Vista
Screen resolution*:	Higher then 1028x768
Screen size	17"
Browser:	IE 7.0
Browser toolbars on display:	None
Internet Connection:	High-speed business connection
Remote software:	None

Participants

Please refer to the [Screener](#) for detailed participant criteria. **(TO UPDATE)**

- **Total Number = 8**
- **Age:**
 - 18 – 26 (3)
 - 27 – 39 (3)
 - 40 – 55 (2)

- **Gender:**
 - Split: 4 Female / 4 Male

- **Internet Usage Segmentation:**
 - Information Seekers (3)
 - Connected Socializers (3)
 - Functional Organizers (2)

- **Mixed MSN/Non MSN portal usage**
 - MSN experience (4)
 - Non MSN/Yahoo experience (4)

- **Toolbar Usage:**
 - 4 participants should use a toolbar at least 3 times a week.

Study research materials

All the research study materials can be accessed [here](#). **(TO UPDATE)**

All research materials for the MSN Global UX Team can be found at: [MSN Global UX Research](#)

Test objectives

Areas tested

- MSN AppBar
- Bing ToolBar

Purpose

- MSN AppBar
 - Understand participants' current Home Page behavior and methods of accessing various features
 - Assess the discoverability and usability of the current implementation of the MSN AppBar
 - Collect feedback on the desirability of the AppBar concept, determining participants' interests and engagement with the product.
 - Collect comparative feedback on key elements, between Yahoo's implementation of their Left Nav QuickView and the MSN Application Bar.
- Bing ToolBar
 - Collect feedback on the general usage of the current and prototyped Bing Tool Bar.
 - Determine the effectiveness of current and prototyped Bing Tool Bar behavior in attracting participants' attention

Research Questions

- **Concept**
 - Do users understand the concept of the AppBar?
 - Does the terminology used make sense ("My Apps")?
- **Discoverability**
 - Do users discover the feature on the Home Page?
 - Is the functionality apparent to the users?
- **Home Page**
 - Did the addition of this feature have a negative impact on normal Home Page functionality?
 - What would be the optimal position for this feature on the Home Page?
 - Do users notice duplicated content on the Home Page?
- **Accessibility**
 - Would users want access to this feature while browsing MSN?
 - Would users want or use this feature while browsing the internet?
- **Behavior**
 - Do users notice and understand the notifications in the Passive state?
 - Do users scroll through the notifications?
 - Would users prefer auto-scrolling of the notifications?
 - Would users want additional content within the notifications in the Passive state?
- **Content**
 - Is there an appropriate amount of content displayed in the Passive state?
 - Is there an appropriate amount of content displayed in the fly-out display?
 - Is there additional content users expect or would like to see?
- **Customization**
 - What type of customization might a user want with this type of feature?
 - Are there additional applications users may want?

- Might users have a preferred application?
- Might users want that preferred application open by default?
- **Desirability**
 - Do particular user segments find this feature more appealing over others?
 - Do Yahoo users find this feature desirable?
 - Would this feature convert Yahoo users?
 - Does this feature encourage more MSN Home Page usage?
- **Functionality**
 - How do users react to and interact with the functionality within the fly-out (i.e. tabs within the modules)
 - Is the overall functionality intuitive?
 - Is there different functionality the users would expect in this type of a feature?
 - Do users expect their sign-in to carry over to another application (??)
- **Look and Feel**
 - What are users' reactions to the visual look and feel of the feature?
 - What are users' reactions to the size of the feature?
 - What are users' reactions to the fly-out behavior?
- **Performance**
 - Is there any reaction to the page load time?
 - Is there any reaction to the speed the applications perform at?
- **Signing In / Security**
 - Do users have any reservations about signing in to their accounts from this feature?
 - Do users have any reservations about displaying personal information on a Home Page or Portal?
- **Interaction**
 - Do users tend to scan the feature for information, or do they interact with it?
 - How do users interact with the feature?
- **Downloads**
 - How willing are users to download a plug-in to view a feature?
- **Comparison w/Yahoo**
 - How does the MSN AppBar compare to Yahoo AppBar?
 - Is there functionality provided by Yahoo that users desire on MSN?
 - Is there content provided by Yahoo that users desire on MSN?
 - Does the MSN AppBar appeal to Yahoo users?

Metrics

- Task Success
- User Comments
- Research Observations
- Responses to Discussion Questions
- Emotional Outcome Questionnaire

Impact of results

The results from this study will influence the overall design and direction of the MSN AppBar, evaluating whether or not the feature adds value to the MSN site.

Methodology

- Task based usability study with think-aloud protocol
- Feature Comparison
- Ethnographic inquiries and discussions
- 2 hour sessions

Study Materials

- The new AppBar appears on the Preview version of the MSN Home Page, and will be accessible through :
http://www.msn.com/preview.aspx?expao=msnhp_us_master_preview2:WP2
- The Bing ToolBar evaluation will utilize the current downloadable ToolBar, and a prototype.

Study Outline

1. Introduction (5 min)

- Moderator introduces her/himself
- Moderator explains the research process
 - Explains that a recording is being made
 - Explains that there are other people observing the study
 - Explains that what you say is important to us and that it helps improve our products
 - Explains that everything being said is completely confidential
- The NDA will be signed
- Moderator explains evaluation process
 - Think-aloud process
 - Feel free to ask questions
 - Simulate a real-life experience
 - Will be provide tasks to step through and complete

2. Internet Usage Interview (10 min)

- Moderator will discuss participant background as it relates to the following topics (refer to Questionnaire):
 - Participants' Home Page
 - Use of Yahoo or MSN
 - Email account(s)
 - Social Networking account(s)
 - Search Engine

3. Primary Home Page Usage (MSN or Yahoo) (5 min)

- Participants will use their respective primary portal (MSN or Yahoo)
- Moderator will instruct participants to perform some of their typical homepage activities (Yahoo users proceed to #5)

4. Exploratory Opportunity (MSN and Yahoo) (5 min x2)

MSN HP

- Both MSN and Yahoo Participants will be shown the MSN HP containing the AppBar
- Participants will be given the opportunity to discover and explore the AppBar
 - App Bar will be pointed out to participant, if they fail to discover it.

Yahoo HP

- MSN users will be shown the Yahoo HP, allowed the opportunity to explore

5. Task Specific Home Page Usage (MSN and Yahoo) (20 min x2)

- Moderator will direct participants through a series of tasks, having them interact with the respective feature on the site
- Participants will be asked for their feedback on their interaction with the feature, discussing their likes, dislikes and any comments about the experience
- Emotional Outcome Questionnaire

(Repeat steps 4 & 5 for alternative HP)

6. Discussion and Comparison of Features (20 min)

- Moderator will discuss various aspects of the AppBar and the concept in general, probing participants' interests in the feature.
- Participants will also be asked to compare and discuss specific elements of the evaluated feature on each site.

7. Overall Comparison (5 min)

- Participants will be asked to provide and discuss any additional feedback they may have
- Participants will be asked their overall preference

8. Bing ToolBar Evaluation (20 min)

- Moderator will direct participants through a series of general search tasks, interacting with the Bing ToolBar
- Moderator will direct participants through a series of search tasks, triggering the "ghosting" effect in the Bing ToolBar.
- Participants will be asked to provide feedback on their experience.

9. Wrap Up (5 min)

- Thank participant
- Provide gratuity
- Answer any final Qs

Task List

Part 5: Task Specific Home Page Usage

Email

- *Sign In*
- *Read email notifications*
- *Additional Email Functions?*

Facebook

- *Sign In*
- *Read Facebook notifications*
- *Send a Facebook message*

Weather

- *Find details about the local weather*
- *Find the weather for a different city*
- *Find the weather forecast for a non-default city*
- *Remove a city from your list in weather (MSN only)*

Maps (MSN Only)

- *View traffic conditions*
- *Get driving directions*

Test Script

Part 1: Introduction

(5min)

Instructions:

Thank you for taking part in our study. My name is _____ and I will be conducting the session today.

Have you ever participated in a product research session before?

Your participation in this process can have a significant impact on the development of Microsoft's products. Your feedback is extremely important to us, and we appreciate your help!

During this study you will be asked to complete a series of tasks interacting with some websites. As you go through these tasks, we would like you to interact with the website as if you were at your home or office. Our goal is to get as realistic an experience as possible, to see how you would go through these tasks on your own.

Not only are we interested in how you complete these tasks, but we're also interested in what you are thinking while you are completing the task. Therefore, it is important that you say whatever you are thinking while you are working, even if you think it is criticism or not very important. Your honest feedback will help us learn about your impressions of the product.

It isn't always easy to remember to "talk aloud" while you are doing a task. Since this is the only way to know what you are thinking, I may gently prompt you if you forget.

The session will last about 2 hours. If you need to take a break, want to skip a task, or if you want to end the session for any reason, please let me know.

I will be conducting this session, but there may be other people observing at the same time. We will be recording this session so we can review the session at another time if needed. We will also need you to sign a confidentiality agreement allowing us to record this session and stating that you will keep everything you see and discuss today confidential.

Do you have any questions?

[Provide NDA form to be signed.]

Part 2: Internet Usage Interview

(15 min)

Instructions:

Before we get started we would like to learn more about some of your internet usage.

(See Appendix A)

Part 3: Primary Home Page Usage

(5 min)

<Participants will be asked to conduct some common activities on their respective primary portal >

Introduction

- *We'll begin this session by looking at the <MSN/Yahoo> Home Page.*

Task 1	Perform typical Home Page activities
Task description	Participant should demonstrate some activities they typically do on their HP.
Purpose	Understand participants' current behavior and methods to access features.
Description:	<i>What are some things you normally do on your home page? Can you go ahead and do them...</i>
Start location	MSN/Yahoo homepage
Path:	
Observations & Discussion Points	<ul style="list-style-type: none">• Document what features participant accesses• Document method of access

<Yahoo HP users – jump to Part 5>

Part 4: Exploratory Opportunity

(5 min)

<Skip for Yahoo Users on Yahoo HP – Jump directly to tasks #5>

<Participants will be provided the opportunity to explore HPs prior to conducting tasks>

Introduction

MSN HP:

MSN USERS:

- *Here's a different version of the MSN Home Page. Go ahead and take a couple minutes to look at this page*

Yahoo USERS:

- *Next I'd like you to take a look at the MSN Home Page*
- *Have you seen this page before?*
- *Go ahead and take a couple minutes to look at this page*

Yahoo HP:

MSN USERS:

- *Next I'd like you to take a look at the Yahoo Home Page*
- *Have you seen this page before?*
- *Go ahead and take a couple minutes to look at this page*

Task 2	Discover MSN AppBar (MSN HP only)
Task description	Participant will be viewing the MSN HP, then asked about email/social network options
Purpose	Determine discoverability of MSN AppBar
Description:	<i>Do you notice any options for accessing your email or social networking accounts?</i>
Start location	MSN home page (App Bar version)
Path:	MSN Home Page -> AppBar
Observations & Discussion Points	<ul style="list-style-type: none">• Did participants notice AppBar on their own?• Do participants notice the AppBar after prompted?<ul style="list-style-type: none">○ Does it have to be pointed out the participant?• <i>What is your reaction to this feature?</i>• <i>Can you name three words or characteristics that best describe this feature?</i><ul style="list-style-type: none">○ Inquire further if necessary

<MSN users on Yahoo HP>

- Do MSN participants discover the Left Nav Fly-out on their own?

Part 5: Task Specific Home Page Usage

(20 min)

<This part of the study is REPEATED for each participant , for each HP>

Introduction

- Now I'm going to ask you some specific questions and tasks to complete. Please remember to share any feedback or thoughts you may have as you are going through these tasks.

Email

Task 3	Sign in to Email
Task description	Participant should sign into their own or the provided email account (if not already)
Purpose	To see how participant would use the feature.
Description:	<i>Please sign in to your email account.</i>
Start location	MSN homepage
Path:	MSN HP → MyApps → Hotmail → Fly-out sign-in Yahoo HP → Left Nav → fly-out or email app
Observations & Discussion Points	<ul style="list-style-type: none"> • Any Difficulties? • What do Yahoo users do, if they're returned to the HP?

Task 4	Determine count of messages
Task description	Participants should find the number of messages in their Inbox
Purpose	To see how participant would use the application.
Description:	<i>How many email messages do you have in your Inbox?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Hotmail Fly-out Yahoo HP → LeftNav → Email Fly-out
Observations & Discussion Points	<ul style="list-style-type: none"> • Do participant use the fly-out? • Do participants read the number in the down-state instead? <ul style="list-style-type: none"> ○ Down state only displays number of un-read messages

Task 5	Read an email message
Task description	Participants should read one of their messages
Purpose	To see how participant would use the application.
Description:	<i>Can you go ahead and read one of your email messages?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Hotmail Fly-out -> Click a message Yahoo HP → LeftNav → Email Fly-out -> Click a message
Observations & Discussion Points	<ul style="list-style-type: none"> • Any difficulties encountered? • Any confusion?

Task 6	Send an email message
Task description	Participants should create and send a message (Don't have to actually "send")
Purpose	To see how participant would use the application.
Description:	<i>How would you go about sending a message?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Hotmail Fly-out -> Compose Mail -> taken to Hotmail Yahoo HP → LeftNav → Email Fly-out -> Click a message
Observations & Discussion Points	<ul style="list-style-type: none"> • Any difficulties encountered? • Any confusion? • (Participant doesn't have to actually send the message)

Discussion (MSN)

- *Was there anything confusing about interacting with the Email feature?*
- *Is there any additional Email content or functionality you'd like to see here?*

On Yahoo:

- If participants avoid using the "Quick View", ask about that option
- Encourage user to use

Facebook

Task 7	Sign in to Facebook
Task description	Participant should sign into their own or the provided account (if not already)
Purpose	To see how participant would use the feature.
Description:	<i>Please sign in to your Facebook account.</i>
Start location	MSN homepage
Path:	MSN HP → MyApps → Facebook → Fly-out sign-in Yahoo HP → Left Nav → fly-out or email app
Observations & Discussion Points	<ul style="list-style-type: none"> • Any Difficulties?

Task 8	Read Facebook notifications.
Task description	The participant will either scroll through messages in the down-state, or open the Fly-out to read their messages
Purpose	To see how participant would use the application.
Description:	<i>Go ahead and read some of your recent facebook messages.</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Facebook display → scroll arrows MSN HP → MyApps → Facebook Fly-out Yahoo HP → MyApps → Facebook Fly-out
Observations & Discussion Points	<ul style="list-style-type: none"> • Document method of access • MSN: <i>Do you see any other method to access that information?</i> • Feedback to scroll feature? •

Task 9	Send a Facebook Update
Task description	The participant will open the Facebook fly-out, fill in the update and submit.
Purpose	To see how participant would use the application.
Description:	<i>How would you go about sending a Facebook update?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Facebook Fly-out Yahoo HP → LeftNav → Facebook Fly-out - ??
Observations & Discussion Points	<ul style="list-style-type: none"> • <i>Not necessary for participant to complete</i> <ul style="list-style-type: none"> ○ <i>Doesn't have to "hit" send, but show how to</i> • <i>Any problems or hesitations?</i> • <i>Feedback?</i>

Discussion (MSN)

- *Was there anything confusing about interacting with the Facebook feature?*
- *Is there any additional Facebook content or functionality you'd like to see here?*

Weather

Task 10	Find details about the local weather
Task description	The participant will read details about the local/default weather.
Purpose	To see which weather display the participant uses, see if there is any reaction to duplicate content on the page.
Description:	<i>Let's look at the weather next. Can you tell me what today's high and low temperatures will be?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → Local → Read weather MSN HP → MyApps → Weather down-state MSN HP → MyApps → Weather Fly-out Yahoo HP → LeftNav → Click Weather Yahoo HP → LeftNav → Click QuickView
Observations & Discussion Points	<ul style="list-style-type: none"> • Which weather display do they use? • Local: <ul style="list-style-type: none"> ○ Ask if there is any other display they see? • MyApps down-state: <ul style="list-style-type: none"> ○ Ask how they might get more details

Task 11	Find the weather for a different city
Task description	The participant should use the weather fly-out and enter a city name.
Purpose	Assess the discoverability and usability of the “Custom” feature within the weather fly-out.
Description:	<i>Let's say you're travelling to Miami Florida, how might you go about checking out the weather there?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Weather Fly-out →Customize →Enter location → Submit Entry →Click location
Observations & Discussion Points	<ul style="list-style-type: none"> • Can participant complete entire task? • If ONE city/location is displayed, do they know to click on it?

- *Go ahead and add a couple more locations to display the weather.*

Maps (MSN Only)

Task 14	View Traffic Conditions
Task description	The participant should use the map fly-out, and interact with the map functions.
Purpose	Assess the discoverability and usability of the Map feature within MyApps.
Description:	<i>Let's say you need to drive to Seattle after this session. Can you see what the traffic conditions are like on the highways towards Seattle?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Map Fly-out (should default to Bellevue) →Traffic
Observations & Discussion Points	<ul style="list-style-type: none"> • Does participant find the top link for the "Traffic" feature? • Can participant maneuver around the map in the fly-out?

Task 15	Get Driving Directions
Task description	The participant should use the map fly-out, and interact with the map functions.
Purpose	Assess the discoverability and usability of the Map feature within MyApps, assess participants' reactions to being directed away from the HP.
Description:	<i>You actually need to go to the Fremont neighborhood in Seattle. Can you get directions from Bellevue to Fremont?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Map Fly-out → Click Directions → Enter Start →Enter Destination →Click Get Directions
Observations & Discussion Points	<ul style="list-style-type: none"> • Is participant able to find and input basic destination information? • What is their reaction to opening a new browser window?

Discussion (MSN)

- Was there anything confusing about interacting with the Map feature?
- Is there any additional Map content or functionality you'd like to see here?

	Explore customization feature (Yahoo)
Description:	<i>Let's say you need to drive to Seattle after this session. How would you go about accessing maps to see what the traffic conditions are like on the highways towards Seattle?</i>
Observations & Discussion Points	<ul style="list-style-type: none"> • Do they use customization? •

Weather II

Task 12	Find the weather forecast for a non-default city
Task description	The participant will need to check the weather forecast for a city that they entered in a previous task.
Purpose	Assess the discoverability and usability of the weather features, specifically the scrolling arrows, city drop-down and 10-Day forecast.
Description:	<i>Now, you found out your trip to Miami has been delayed. Can you check and see what the weather will be like in Miami in about 5 days from now?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Weather Fly-out → Select City from drop-down → Select 10-Day Forecast MSN HP → MyApps → Weather Down State → Scrolling Arrows (display city) → Click Application → Select 10-Day Forecast
Observations & Discussion Points	<ul style="list-style-type: none"> • Does the participant interact with the scroll arrows, or click the app? • Does participant use the City Drop-down? • Does participant use the 10-Day Forecast?

Task 13	Remove a city from the weather list (MSN Only)
Task description	The participant will need to interact with the weather fly-out and the city drop-down.
Purpose	Assess the discoverability and usability of the weather features, specifically the “Delete from List” option in the city drop-down.
Description:	<i>Now, you found out your trip to Miami has been cancelled, so you’re not interested in the Miami weather anymore. Can you remove Miami from your list of cities?</i>
Start location	MSN homepage (signed in)
Path:	MSN HP → MyApps → Weather Fly-out → Select City from drop-down → Use the red “X” – “Delete from list” function
Observations & Discussion Points	<ul style="list-style-type: none"> • Any problems encountered? • Is the function apparent to the participant?

Discussion (MSN)

- Was there anything confusing about interacting with the Weather feature?
- Is there any additional Weather content or functionality you’d like to see here?

Discussion / Emotional Outcome

Yahoo Users on Yahoo HP:

<Present as open-ended>

- *How would you describe your use of this Quick View feature?*
 - *<Prompt after response:>*
 - *Do you use it as main source to view your information?*
 - *Do you use it as a quick source to view your information?*
 - *Do you only use it to sign in?*
 - *You don't use this feature?*

- *What are your overall impressions of this feature?*
- *What are one or two things you like the most about this feature?*
- *What are one or two things you like the least about this feature?*

<Administer Emotional Outcome questionnaire (Appendix C)>

All Users on MSN HP:

Now that you've interacted with this feature on MSN a little more...

- *What are your overall impressions of this feature?*
- *What are one or two things you like the most about this feature?*
- *What are one or two things you like the least about this feature?*

<Administer Emotional Outcome questionnaire (Appendix B)>

<Close browser so participant doesn't see the title "My Apps">

- *What would call this type of a feature you've interacted with?*
- *What do you think about the term "My Apps"?*

Repeat Steps 4 and 5 for alternative HP

Part 5: Discussion and Comparison of Features

(20 min)

Position on Page (comparison)

<Can open/view page>

<Begin on MSN>

- *Where would you expect to see this type of a feature on the page?*

Look and Feel (comparison)

- *What do you think about the general look and feel of this feature?*
- *How about the size of the fly-outs, what do you think about that?*
 - *Do you prefer one over the other?*

Hover and Flyout Behavior (comparison)

- *What do you think about the behavior when you move your mouse over the feature?*
- *Might you prefer one over the other?*

Navigation/Click behavior (comparison)

- *Next let's look at what happens when you actually click on the feature.*
- *Let's look at MSN, go ahead and click on one or two of the apps.*
- *Now, let's look at Yahoo and click on one or two of the apps.*
- *Can you explain the difference in the two?*
- *Might you prefer one over the other?*

Content

<Can skip details if discussed during tasks>

- *When you look at this feature on the page, is there additional information you'd like to see for each application?*
- *How about within the fly-outs, was there additional information you'd like to see for each application?*
- *Did you notice any additional content in Yahoo you would like to see on MSN?*

Customization (focus on MSN)

- *Is there anything you may want to customize, within this feature?*
- *Are there additional applications you may want to see within this feature?*
- *~Next Stud?y: Let's say you open your browser and load this page. Can you tell me what you may like to see right away within this application?*
- *<If not mentioned> Do you have a preferred application out of those we've discussed?*

Sign In

- *How about the sign-in process on each site. Did anything strike you as unusual for either site?*

Ads

<Close any fly-out views that may be open.>

- *Do you recall seeing any ads displayed in the features on either site?*

<show if necessary - Yahoo>

- *What do you think about the ads here?*

Usage (All Users - MSN HP Only)

<Present as open ended first>

- *How would you envision your possible use of this feature?*
 - *<Prompt after a response>*
 - *As a main source to view available information?*
 - *As a quick source to view available information?*
 - *As a way to sign in to your accounts?*
 - *You wouldn't use this feature?*

Access (Secondary)

- *Let's say you're browsing around MSN, looking at different pages.*
 - *Would you like to have access to this feature, from anywhere within MSN?*
 - *Would you like to have access to this feature, from anywhere on the web?*

Security (Secondary)

- *Do you feel comfortable signing in to your accounts from a Home Page like this?*
- *Do you feel comfortable having your personal information displayed on a Home Page like this?*

Downloads (Secondary)

<Can show message about installing a plug-in.>

- *If you were prompted to download a plug-in on a Home Page like this, how likely are you to install it?*

Part 7: Overall Comparison

(5 min)

- *Do you have any final comments you'd like to say about either site we've looked at?*
- *Might you have a preference of one over the other?*

<Yahoo Users>

- *Would this feature make you more likely to begin using MSN, over Yahoo?*

Part 8: Bing ToolBar Evaluation

(20 min)

- *Next we are going to look at some different versions of a ToolBar.*
- *Some of the displays you'll interact with are not fully functional. Even though it may look like some links work, not all of them do. But, I'd still like you to interact with the pages as though they were fully functional. If you do click something and it doesn't work, please let me know, what you clicked, and what you expected to happen when you clicked.*

<Moderator to switch back and forth between versions>

General Search

VERSION A

Task 1	Perform a search from the Tool Bar
Task description	The participant will perform a search using the Tool Bar.
Purpose	Assess the participant's impression of using this particular Tool Bar.
Description:	<i>Please use the toolbar on this page and search for dogs.</i>
Start location	MSN homepage / Current Toolbar loaded
Path:	MSN HP → ToolBar → Search
Observations & Discussion Points	<ul style="list-style-type: none">• Any comments or feedback?

<Repeat for Version B>

<Repeat for each if necessary>

Discussion

- *After performing searches on the 2 different versions, do you have a preference for one over the other?*
 - *Probe for details....*

Ghosting Feature (1st version)

VERSION A

Task 2a	View ghosting feature in Tool Bar
Task description	The participant will perform a search using Google, triggering the Bing ToolBar ghosting behavior.
Purpose	Assess discoverability of the ghosting behavior.
Description:	<i>I'd like you to use Google and perform a search for cats.</i>
Start location	Google / Current Toolbar loaded
Path:	Google → Search
Observations & Discussion Points	<ul style="list-style-type: none"> • Any comments or feedback? • <i>Do you notice anything different on the screen?</i> • <i>Let's say you didn't care for these results, what are some options you have at this point?</i>

Task 3	Back to Search Results – Prototype Only
Task description	The participant will perform a search using the Tool Bar, and step 2-3 pages into one of the results, then return to their search results.
Purpose	Assess the discoverability and desirability of the “Back to Search” button.
Description:	<p><i>Please use the toolbar on this page and search for fish.</i></p> <ul style="list-style-type: none"> • <i>Go ahead and click on the first result</i> • <i>Go ahead and click on a link</i> • <i>How would you go about returning to your search results from here?</i>
Start location	MSN homepage / Current Toolbar loaded
Path:	<p>MSN HP → ToolBar → Search -> click 2-3 times into a result -> click Back Arrow in tool bar</p> <p>MSN HP → ToolBar → Search -> click 2-3 times into a result -> click Back Button in browser</p>
Observations & Discussion Points	<ul style="list-style-type: none"> • If participant hits the browser “Back Button” <ul style="list-style-type: none"> ○ <i>Can you repeat this task for me?</i> ○ <i>Do you see any other options to return to your search results?</i> • Point out “Back Arrow” in Tool Bar if necessary • <i>What do you think of that feature?</i> <ul style="list-style-type: none"> ○ Any comments or feedback?

Ghosting Feature (2nd version)

VERSION B

Task 2b	View ghosting feature in Tool Bar
Task description	The participant will perform a search using Google, triggering the Bing ToolBar ghosting behavior.
Purpose	Assess discoverability of the ghosting behavior.
Description:	<i>I'd like you to use Google and perform a search for cats.</i>
Start location	Google / Current Toolbar loaded
Path:	Google → Search
Observations & Discussion Points	<ul style="list-style-type: none"> • Any comments or feedback? • <i>Do you notice anything different on the screen?</i> • <i>Let's say you didn't care for these results, what are some options you have at this point?</i>

<If still not noticed, and time allows, repeat each version>

Discussion

<Explain the functionality if neither version was noticed>

- Any comments or feedback?

Vertical Search

VERSION A

Task 4	Perform a vertical search in Tool Bar
Task description	The participant will perform a search using the vertical selector – (for images).
Purpose	Assess the participant's impression of using this particular Tool Bar.
Description:	<i>Please use the toolbar to search for images of goats.</i>
Start location	Google / Current Toolbar loaded
Path:	MSN HP -> ToolBar -> Select Images -> Perform search
Observations & Discussion Points	<ul style="list-style-type: none"> • Is participant able to select the Images vertical in each version? • Any comments or feedback?

<Repeat for Version B>

Discussion

- *After performing searches on the 2 different versions, do you have a preference for one over the other?*
 - *Probe for details....*

Part 9: Wrap Up (5 min)

- Thank participant
- Provide gratuity
- Answer any final Qs

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Appendix A

Pre-Study Questionnaire

Name _____

1. A) What is the first page that loads when you open your web browser? <If not MSN/Y>: B) Do you frequent the MSN or Yahoo web sites?	HP: MSN Yahoo
2. How many times a week do you use that site?	
3. What are some things you do on that site?	
4. What type of email account do you have?	
5. How frequently do you check your email?	- Every Day - 1x a week - 1x Mo. - Few times a wk - Few times a Month
6. How do you normally access your email?	
7. Do you have any social networking accounts?	
8. How frequently do you log on to that/those account(s)?	- Every Day - 1x a week - 1x Mo. - Few times a wk - Few times a Month
9. How do you normally access that/those account(s)?	
10. What search engine do you usually use?	
11. How do you usually access it?	
12. Do you have a toolbar loaded on your browser? <If Yes> Can you tell me what kind of a toolbar?	
13. <If Yes> What do you use your tool bar for?	
14. <If Yes> How frequently do you use it?	

Appendix B

Emotional Outcome Questionnaire - MSN

Below is a list of statements that may or may not describe your experience using the product. Please give each statement a rating from 1 to 7 where 1 equals "Strongly disagree with the statement" and 7 equals "Strongly agree with the statement".

1) It is easy to use.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

2) It is fun and engaging.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

3) It has the right amount of information.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

4) It makes it easy to find what I'm looking for.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

5) I would like to use this.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

6) I would use MSN.com more with the addition of this.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

Appendix C

Emotional Outcome Questionnaire - Yahoo

Below is a list of statements that may or may not describe your experience using the product. Please give each statement a rating from 1 to 7 where 1 equals "Strongly disagree with the statement" and 7 equals "Strongly agree with the statement".

1) It is easy to use.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

2) It is fun and engaging.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

3) It has the right amount of information.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

4) It makes it easy to find what I'm looking for.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

5) I would like to use this.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?

6) I use Yahoo more with the addition of this.

1	2	3	4	5	6	7
Strongly disagree			Strongly Agree			

Why did you select this number?