

Intranet User Research Protocol Draft 1.0

Total session duration: 30-60 minutes with 30-60 minutes debriefing with research team.

Roles for research session

Research Lead	Lead Research session. Participate in research debrief. Take observe list into consideration during each session. Prepare to discuss observations during debrief.
Researcher	Responsible for managing audio and video recording (if used). Participate in research debrief. Role of audio and video recording: capture audio and video of interviewer and participant. Take observe list into consideration during each session. Prepare to discuss observations during debrief.

Note: In document that follows, PROMPTS are to be used in the context of the interview. Not all PROMPTS will be relevant or necessary for each session. The goal of the PROMPTS is to facilitate the conversation and move it forward when it stalls.

The “observe list” identifies areas for focus within different parts of the protocol, but it is not uncommon for the observe list questions to be answered through the research session.

Activity Interview (30-60 minutes)

Purpose: In general, understand the participant’s needs at their organization, and, specifically, identify ways those needs can be addressed through the Intranet.

Process: Researchers will have a conversation with the participant where they will be invited to talk about their professional and personal role in their organization. The discussion should focus on what the participant needs to accomplish their role as well as what they need in order to be informed and feel connected. The researchers should attempt to discover the participant’s assessment of the efficacy of their existing tools and may engage in co-creative discussions around how to make them better in general, and specifically how the Intranet may help.

Duration	Activity	Activity Details	Observe List
30-60 min	Introduction	Thank you for taking the time to speak with us. We are currently in the discovery phase of redesigning the Intranet (mymaritz.com) and would like your input. We would like to understand more about your position so we can create tools that better meet your needs.	<p>What does the participant need to do their job?</p> <ul style="list-style-type: none"> ● Primary ● Secondary <p>What does the participant need to be informed?</p> <ul style="list-style-type: none"> ● Be involved ● Be connected ● Be aware <p>How does the participant provide feedback?</p> <p>How effective are the participant’s tools?</p>
	Interview	<p>Prompts</p> <p style="text-align: center;"><u>Job</u></p> <ul style="list-style-type: none"> ● What is your job title and what are you responsible for doing? ● What tools, resources, or activities do you use to accomplish your job? <ul style="list-style-type: none"> ○ Physical, Software, Verbal? ● How do those tools help and how could they be better? <p style="text-align: center;"><u>Informed</u></p> <ul style="list-style-type: none"> ● What is the most recent thing you’ve heard about in general? ● What is the most recent thing you’ve heard about at Maritz? <ul style="list-style-type: none"> ○ Events, news, opportunities, etc. ○ How did you find out? ○ Was it good enough? ● Have you ever participated in an activity or event at work? (e.g. Bring your dog to work day?) ● Ask about a specific aspect of acquiring knowledge with examples: <ul style="list-style-type: none"> ○ When is your location closed? How did you figure this out? ○ When was the last time you took vacation? What did that process look like? <p>Detailed Questions (if necessary)</p> <ul style="list-style-type: none"> ● How do you request things, like software, office supplies, or server access? 	

		<ul style="list-style-type: none">• Timesheets? How do you get there?	Do they have any feedback on things we didn't specifically ask them?
	Closing	<p>That's all the questions I have for you today.</p> <p>Before we go, is there any other feedback you would like to share on any of the areas we discussed or things we may not have talked about?</p> <p>Thank you again for taking the time to answer our questions.</p>	