Look and Feel
Student Testing & Interviews
12/01/23
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OVERVIEW

This study will investigate the look and feel of three designs/flows through testing of student attitudes and preferences. Elements of these designs/flows will be incorporated into the final look and feel design for the LC unit.

RESEARCH QUESTIONS

1. How do students feel about the design elements: colors, icons/emojis, chatbot, corners (rounded or square), etc. and why do they feel that way?
    a. What adjectives do students use to describe these elements? (e.g., calm, clean, distracting, fun)
2. What aspects of designs feel most age-appropriate? Lend to focus? Easy to understand?

PROTOTYPE LINKS

Figma Link
Feeling Slides
Comparison Slide [end of study]

PARTICIPANT INFORMATION

P#	ORDER	Date	First Name	Grade	Age	iReady user?	Recording Permission
	1,2,3 1,3,2 2,1,3						

INTRO

Hi! I'm Emily and I'm going to be working with you today!

What grade are you in? How old are you?

How is X grade going for you this year? What's your favorite class or subject to learn about this year? What do you like about that class/subject?

INTRO + SET UP

Today **I'm going to show you some ideas for a new lesson for a** website called i-Ready.

Do you use iReady at school?

Your job is to **tell me what you like and what you don't like about what I show you.** I did not make this lesson, so you can tell me whatever you want and my feelings will not be hurt. Any questions about that?

If you need to pause for a break or stop the session at any time, please let me know, that is perfectly okay – sound good?

Now, is it okay with you if I record the session on audio and video just in case I miss anything when I take notes?

Okay! I'll go ahead and start the recording. *[Start Recording]*
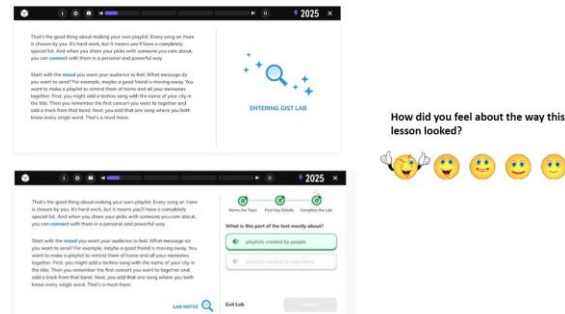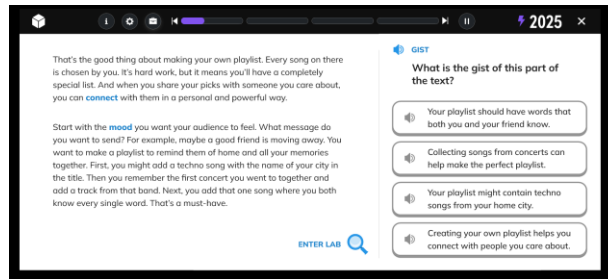
PROTOCOL

Now I'm going to share my screen with you to show you three different lessons and see what you think about them [Share screen]. All good? Great!

Item	Screenshot	Script & Observation Notes

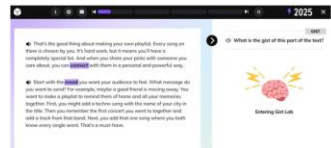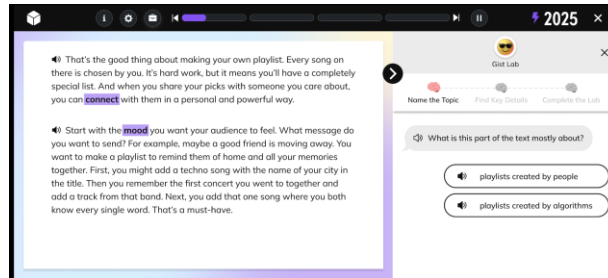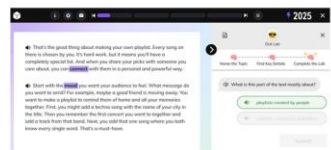|		
FlOW 1: **Duo Inspired Option:** [Figma Link](#)		*SAY:* **This is an example of one of the lessons.** ALSO SAY, <mark>if first lesson shown</mark>: **Pay attention to the colors, images, and about how it looks. Don't worry about reading the passage or the actual questions.** DO: [<mark>Click through lesson for student **TWICE**: **FLOW 1**</mark>] *SAY:* **Okay! Now you have seen this lesson.** DO: [<mark>Show [Feeling Slides]</mark>] 1. **Thinking about the colors, images and layout, how do you feel about the way this lesson looked?** [Prompt: *If low – what did you not like about it? If high – what did you like about it?, if neutral – what would make you like it more?, ALL – what would you change?*] 2. **What words do you think describe this lesson?** [Prompt: *what makes it ____ (word used)*] 3. **Would you say it should be used by kids your age, younger kids, or older kids?** [IF NOT AGE-APPROPRIATE*: What would you change to make it for kids your age?*] 4. **If you were completing this lesson, would you be able to focus?** [Prompt: *if distracting: What parts are distracting to you?, if can focus: What parts make it easier to focus?*]

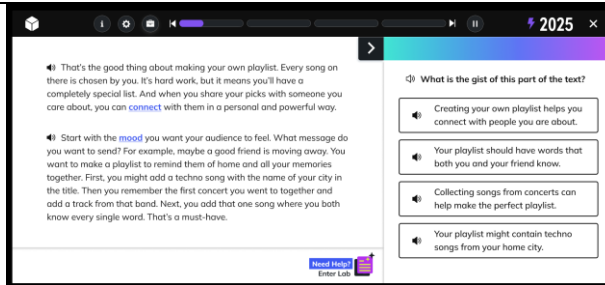|		
FlOW 2: **Social Inspired Option:** [Figma Link](#)		*SAY:* **This is an example of one of the lessons.** ALSO SAY, <mark>if first lesson shown</mark>: **Pay attention to the colors, images, and about how it looks. Don't worry about reading the passage or the actual questions.** DO: [<mark>Click through lesson for student **TWICE**: **FLOW 1**</mark>] *SAY:* **Okay! Now you have seen this lesson.** DO: [<mark>Show [Feeling Slides]</mark>] 5. **Thinking about the colors, images and layout, how do you feel about the way this lesson looked?** [<u>Prompt:</u> *If low – what did you not like about it? If high – what did you like about it?, if neutral – what would make you like it more?, ALL – what would you change?*] 6. **What words do you think describe this lesson?** [Prompt: *what makes it ____ (word used)*]

		7. **Would you say it should be used by kids your age, younger kids, or older kids?** [IF NOT AGE-APPROPRIATE: *What would you change to make it for kids your age?*]

8. **If you were completing this lesson, would you be able to focus?** [Prompt: *if distracting: What parts are distracting to you?, if can focus: What parts make it easier to focus?*] |
| **FLOW 3: FS Inspired Option:**

[Figma Link](#) | | *SAY:*

This is an example of one of the lessons.

ALSO SAY, <mark>if first lesson shown</mark>: **Pay attention to the colors, images, and about how it looks. Don't worry about reading the passage or the actual questions.**

DO: [<mark>Click through lesson for student **TWICE**: **FLOW 3**</mark>]

SAY:

Okay! Now you have seen this lesson.

DO: [<mark>Show Feeling Slides</mark>]

1. **Thinking about the colors, images and layout, how do you feel about the way this lesson looked?** [Prompt: *If low – what did you not like about it? If high – what did you like about it?, if neutral – what would make you like it more?, ALL – what would you change?*]

2. **What words do you think describe this lesson?** [Prompt: *what makes it ____ (word used)*] |

		3. **Which of these words describe the lesson?** [Prompt: *what makes it ___ (word used)*]
		4. **Would you say it should be used by kids your age, younger kids, or older kids?** [IF NOT AGE-APPROPRIATE*: What would you change to make it for kids your age?*]
		5. **If you were completing this lesson, would you be able to focus?** [Prompt: *if distracting: What parts are distracting to you?, if can focus: What parts make it easier to focus?*]
COMPARISON **SLIDE**	Comparison	*SAY:* **Okay, this is the last part.** DO: [Open Comparison Slide] 1. **Of these three options, which one is your favorite?** [Prompt: *What do you like about it more than the others?*] 2. **Which is your second favorite?** [Prompt: *What do you like about it more than the third one?*]

		3. Why do you think this one is your least favorite?

Any comments or questions you have about what we just did?

Those are all the questions I have and all I have to show you. Thank you for spending this time with me and for helping me make this lesson better!

To thank you for all your hard work today, I'd like to send you a $30 e-gift card to Amazon. We'll send that to your parent's email address by the end of the week. Have a great rest of your day/night!