

## **Make a Copy!**

Task/question categories

- Initial impressions
- Donations
- Mailing list
- Understanding Uplift purpose

**Don't forget to ask the subject "why" questions to elaborate on an answer they have given.**

## **Introduction**

- Hi [subject name]. I am [interviewer name], a product designer with the Boulder UX Research Meetup.
- We/I are working with our client, Colorado Uplift, to try to better understand how people use their website. We/I will be asking you to perform some tasks with the website as well as answering some questions.
- Your feedback is very valuable and will help Colorado Uplift align their mission. All feedback, both positive and negative, is welcomed.
- Please speak out loud as you are thinking so we can better understand your thought process.
- [For virtual interviews] I/We will ask you to share your screen for a portion of this interview.
- If you have any questions, you are free to ask us, though we may not fully answer your question at first.
- You are not required to answer any question, and you can end the study at any time.

## **Questions**

### **Getting Started:**

- Have you heard of the organization Colorado Uplift before?
  - [If they answer Yes]: Tell me what you know about the organization
  - [if they answer Yes]: When was the last time you visited the organization's website?

### **Initial Impressions:**

- [Open Colorado Uplift homepage]
- What are your initial impressions of this site?
- From the home page alone, what do you think that Colorado Uplift does?
- What about or on this site makes you think that?

### **Understanding Colorado Uplift's purpose:**

- Walk me through how you would find more information on the purpose of Colorado Uplift
- [if the user doesn't navigate to about us, have them go there]
- Can you summarize what Colorado Uplift does?
- How many students are served by Colorado Uplift?

### **Donations:**

- How would you sign up to volunteer with Colorado Uplift?
- Can you show me how you would make a monthly/yearly/one-time donation?

### **Mailing List:**

- If you wanted to stay up to date on things happening with Colorado Uplift, can you show me where on the site you would go to do that?
  - [If they choose social media] Great. How would you sign up for their mailing list?
  - [If they choose mailing list] Great. How would you get to their Facebook page?

### **Conclusion**

- Thank you for your time and feedback!
- It is very valuable to us. We will be compiling all the feedback we receive and sharing it anonymously with the website leads at Colorado Uplift.