

OMB Control Number: 0925-0648

Expiration Date: 06/30/2024

Public reporting burden for this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0648). Do not return the completed form to this address.

National Library of Medicine Technical Bulletin User Interviews Moderator Guide

Fall 2023

(Questions begin on page 4)

Script

[Virtual Call Link](#)

Introduction

Let me start by telling you that we would like to audio and screen record the interview so we can go back and clarify any outstanding questions from our notes. The recordings will not include any personally identifiable information and your name and email will only be used to send you a gift card as a thank you for your participation.

Do we have your permission to record?

And would you be willing to share your screen when we take a look at the Technical Bulletin website?

[START RECORDING VIDEO SCREEN CAPTURE]

Thank you for coming. My name is [name], and I am a User Experience Researcher working with National Library of Medicine and we are conducting user research to learn more about Technical Bulletin website users and their needs.

The ultimate goal of the project is to create a new design for the current site and before we begin, we wanted to talk to users to confirm our understanding and see if there are any needs or frustrations we don't know about.

The session should take up to one hour and I will be walking you through the interview today. We also have several people who will be taking notes and helping with the interview.

I'll let everyone introduce themselves.

During the interview we will be asking you general questions about your background, the Technical Bulletin website, and your needs related to the website.

It's important for you to know that we are asking you about your experience using the NLM Technical Bulletin website. This is not a test of what you know or don't know. There are no right or wrong answers. In no way are we judging your understanding or use of the website and it does not reflect on your abilities or knowledge. You can always choose not to answer any questions and you can stop the interview at any time, for any reason.

To help make this session run as smoothly as possible:

- Speak loudly and clearly
- Silence or turn off your cell phone and avoid responding to calls, text messages, emails, or social media posts.

Do you have any questions before we begin?

Great, let's begin.

Links:

- [Technical Bulletin Home](#)
- [Technical Bulletin Current Issue](#)
- [Technical Bulletin Previous Issues](#)
- [Technical Bulletin Stay Current](#)

1. Background Information

Before we begin, can you tell me a little about yourself and your role related to the Technical Bulletin website?

How much time do you spend on the internet?

Generally speaking, what do you usually do online and what kind of information do you look for related to work?

2. Technical Bulletin

General

What do you use the Technical Bulletin website for?

What content do you access on the TB website?

How would you describe the Technical Bulletin website to a colleague?

Getting here

How do you typically get to the website? (google, newsletter, go directly)

When you go to the website, what is your typical journey?

Can you share your screen and show me how you typically use the site?

How often do you use the Technical Bulletin?

- How do you normally find this type of information?
- What do you do with the information?
- Is the information in a format that is useful to you?
- Do you go to the website for one specific thing or do you browse or read all the articles in an issue?
- Have you found a time when you searched for old articles? If so, how did you find them. Can you show us on the website?

Similar Sites

Are there other sites you use for similar information?

- NCBI insights - similar or same announcements
- SNOMED listserv (data release updates)

What do you like about these sites?

Content

Can you tell me the full scope of content that is on the Technical Bulletin website?

- Do you know the difference between articles/in-briefs?
- What does in-brief mean to you?
- Is there anything you expect to find that is not on the website?

Types

- Trainings and webinars
- In-brief: Briefs tend to be short, re-occurring product updates like SNOMED data releases.
- Article: Articles tend to be significant product feature or service announcements that may be annual
- Issue
- Go over each type that are easy to find

Do users know the full scope of content available on the website?

Do the labels cause any confusion as to what content is in each section?

3. Three things...

Can you tell me three things you like about it?

Can you tell me three things you get frustrated by?

- What makes it difficult?

If there were three things you could change, what would they be?

What are three things you feel would improve your experience?

4. Newsletter

Do you subscribe to the NLM-Announces mailing list?

- NLM-Announces aggregates several communications channels from across the library into one daily email digest.

Do you subscribe to the Technical Bulletin RSS feed?

- Have you ever use RSS feeds?
- Do you use them now?
- Do you know what an RSS feed is?

Likert Survey

Likert scales measure agreement. In a Likert scale, respondents are asked how much they agree or disagree with a set of statements. An overall position is derived after analyzing all responses to related questions.

Likert scale

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Questions

- I have confidence in the Technical Bulletin website
- I find the information on the TB website useful
- I think I would like to use this website frequently
- I found the website unnecessarily complex
- I thought the website was easy to use
- I can easily find the information I need
- I would recommend the TB to one of my colleagues

Website Tasks & Pages

Page by page

Homepage

- What do you expect to find on the homepage?
- What would you like to see on the homepage?
- How do you differentiate a current vs. previous issue? Do you ever look for issues?
- Do you know how to go to the homepage? How do you know you're on the homepage?

Current Issue

- How do you know when the current issue is complete?
- Can you tell me when are issues published?
- Generally, how do you get to NLM or around NLM sites?

Searching

- Have you ever used the website search tool?
- Can you find an example of an article, and try to find it?

Content

Show the user one of each of the types of content and ask them

- What term would you use to describe what you see?

Or

Tell the user the type of content and ask them

- What would you expect to find under this content type?

POST PROGRAM QUESTIONS

Thank you for helping us. Do you have any questions before we wrap it up?

Let me confirm your email address so we can send you instructions to redeem the e-gift card for your participation.

Lastly, once we progress to the wireframe stage of our user research we are going to conduct usability testing of the design concepts to test the usability, content, language, and see if we have met and understood the user's needs. We expect the research to be conducted in late winter, or early spring. Would you be interested in participating in additional user research?

Yes

Great, we'll hang on to your email and reach out when we are ready.

No

Okay, no problem, thank you for helping us out and I hope you have a great day.