INTERVIEW GUIDE

Mega Menu Behavior—Hover vs Click

Research Objective

• Determine which behavior, hover or click, works better on Extron's Mega Menu.

• Uncover users' expectations for the Mega Menu—how it should behave.

• Identify any issues with the Mega Menu with regard to its behavior.

• Develop an understanding of how and when users use the Mega Menu.

Research Questions

• Do users prefer click over hover or vice versa for the Mega Menu if they have a preference?

• What are users' expectations of Mega Menu with regard to how it behaves?

• What are the problems that users encounter when using the Mega Menu?

• What are the scenarios (contexts of use) for users when using the Mega Menu?

Introduction

   *For the purpose of our study, we'll call Mega Menu a main navigation during interviews and
   usability testing.

Thank you for taking the time out of your busy work schedule to meet with me today for this interview. As you are probably aware, we've recently revamped Extron's website, and we're looking to further improve the website.

Today, I would like to get your feedback on a main website navigation particularly its behavior as it pertains to your job and the work that you do on a day-to-day basis. This should not take more than 30 minutes and -- if it's okay with you -- I will be recording our discussion and screen for note-taking purposes. I would also like you to think out loud as much as possible, which means I would like you to say what you're looking at, what you're trying to do, and what you're thinking.

Any questions before we start?

Background and Warmup

• Name, Job title

• What is your job responsibilities?

• How often do you use Extron's website?

• For what purposes do you most commonly use Extron's website?

• Have you used the main navigation on Extron's website before? When you used it, did the main navigation open and close as you expected or not? Was there anything that frustrated you?

• If you were to browse Extron's website using the main navigation, how would you do that? Will you describe what you will do and what happens to the navigation?

Tasks for Guerilla Usability Testing

TASKS

We will prepare two versions of Mega Menu that behave differently—version A with hover Mega Menu and the version B with click Mega Menu. We give version A to a group #1 of participants and give version B to a group #2 of participants to test. Is one version more successful in completing tasks than the other version?

> * Just like Extron's current website, the hover Mega Menu will come with clickable tabs where users would be taken to a home page of categories when categories such as "Product" is clicked.

TASK 1

• Do you remember the most recent time you used the main navigation? Can you show me how you used it? Was there anything that frustrated you? If so, what was it?

TASK 2

HOVER

• Using the main navigation at the top of the website, can you show me how you would access Speakers?

CLICK

• Using the main navigation at the top of the website, can you show me how you would access Fiber Optics?
• Will you describe what you did and what happened?

> Interviewers: Please note whether the participant was successful with the task or not. If he/she struggles to use the navigation, please also indicate whether he/she was able to overcome the issue and successfully complete the following tasks or not.

TASK 3

HOVER

• Can you show me how you would access the StudioStation Builder using the main navigation?

CLICK

• Can you show me how you would access the XTP System Builder using the main navigation?
• Will you describe what you did and what happened?

> Interviewers: Please note whether the participant was successful with the task or not. If he/she struggles to use the navigation, please also indicate whether he/she was able to overcome the issue and successfully complete the following tasks or not.

TASK 4

HOVER

• Say you're are looking for career opportunities on the Extron's website, how would you do that using the main navigation?

CLICK

• Say you're having technical difficulties with an Extron's product and need to contact technical support. How would you do that using the main navigation?

> Interviewers: Please note whether the participant was successful with the task or not. If he/she struggles to use the navigation, please also indicate whether he/she was able to overcome the issue and successfully complete the following tasks or not.

TASK 5

BOTH HOVER AND CLICK

• Using the main navigation, can you show me how you would access the Products home page?

Interview Questions

BOTH HOVER AND CLICK

Tell me about the overall experience of how the navigation behaved.

• Did you like how it opened and closed? Can you tell me your thoughts?
• On a scale of 1 to 10 with 10 being the highest, how would you rate the main navigation behavior and why?
> • Would you change how it behaves or not?

If the participant was tested on a hover main navigation

• You were tested on a mouse-hover-style main navigation but how do you think you'll feel if you get a main navigation that opens up when it's clicked instead of hovered over?
• Say you're going to use touch devices such as a tablet to browse Extron's website. Since touch devices don't support hover state, you would need to click the main navigation to open. How would you feel about that?

If the participant was tested on a click main navigation

• You were tested on a click-to-open main navigation but how do you think you'll feel if you get a main navigation that opens up when it's hovered over instead of clicked?

Debrief

• Any questions for me?
• Can I contact you for follow-up questions and future studies?
• For the purpose of our test, will you please refrain from discussing specific of the test with your colleagues?