#### Interview Script

Participant a: 25 years old, English as second language, International student with 1 year working experience. Very familiar with searching information online.

Participant b: 25 years old, new immigrant from the US, 1 year working experience, familiar with searching information online.

Participant c: 24 years old, English first language, familiar with searching information online, extensive needs and experience finding information on Ontario Roads & Driving website.

Participant d: 26 years old, English as second language, International student with 2 year working experience. Very familiar with searching information online.

Participant e: 35-45 years old, English as second language, office worker who has been in Ontario for more than 10 years. Very familiar with searching information online and familiar with this website.

Participant f: 50-60 years old, English as second language, Immigrant who has been in Ontario for more than 30 years. Not familiar with computers and searching information online.

Participant g: 50-60 years old, English as second language, Immigrant who has been in Ontario for more than 30 years. Not familiar with computers and searching information online.

Participant h: 30-40 years old, English as second language, immigrant who has been in Ontario for more than 5 years. Not familiar with searching information online, and have language barriers in reading and writing in English and French.

1. When was the last time you used this website and what for?
   1. Renew a licence that will expire soon or a licence that expired less than 1 year ago
   2. Last time I visited this website was that I needed to transfer my driver license from the USA to Canada. I was checking what material I needed to transfer my driver license.
   3. Last time used was about a month ago to help a family member who had to renew their license and health card.
   4. Two years ago when I needed to renew my driver’s licence.
   5. A month ago when I needed to renew my driver’s licence.
   6. New to the website.
   7. New to the website.
   8. New to the website.

1. When looking at the website, which content and/or function do you think is the most and least valuable to you?
   1. The most valuable function - I can renew my driver’s licence through the online page. The least valuable – the website is too wordy.
   2. I think the least valuable function is the search function. I barely used the search bar on top of the website. Every time when I clicked on the search bar and try to search for something, it always directs me to other irrelevant link. Sometimes it is not even related to Driving and roads
   3. Most valuable content: Licensed drivers and new drivers, since this is most relevant personally.  
      Least valuable content: Truck & Bus driver information because will never personally use it.
   4. Most valuable content: renew driver’s licence; Least valuable content: everything else (because I came for a purpose)
   5. Most valuable content: most information related to driver licensing; Least valuable content: vehicle records.
   6. Most valuable content: most information related to drivers and vehicles, and contact information; Least valuable content: N/A.
   7. Most valuable content: contact information and information related to driver’s licence; Least valuable content: N/A.
   8. Most valuable content: contact information; Least valuable content: N/A.
2. Could you please share with us in detail how you would generally look for the information you want on this website?
   1. Go through the website quickly until I’m able to find what I need.
   2. I usually search in google first and then google will recommend me some relevant link that contains the keywords, and then I will use control-f to search the relevant information I need on the website.
   3. First, have an idea of what to search for. Next, check all the subheadings to see if the needed topic is there. If it is not in the subheadings, the last resort is to use the search bar.
   4. Usually I would use the search feature provided by the browser to locate keywords on the page.
   5. Usually I would quickly browse the page to see whether I can find the information I need. If not, I would choose to use the search function to locate keywords on the page.
   6. N/A (New to the website)
   7. N/A (New to the website)
   8. N/A (New to the website)

1. Do you have any frustrating experiences with this website? Which part frustrated you the most?
   1. Yes, the website is too wordy and too much content that I’ll never use.
   2. I don’t have a lot of frustrating experiences because I barely used this website in the past. But I think the most frustrating experience I have is that there are too many words on the website.
   3. Yes. 1) When trying to use the search bar, it runs a search for all of Ontario’s website, not just Driving & Roads. 2) It is hard to get back to the main Driving & Roads page after you have clicked a link. If you press home, it takes you back to the main Ontario page. The definition of “home” is unclear. 3) The terminology under the subheadings is unclear. Some bullet points have longer descriptions and are more specific than others. 4) Sometimes it is hard to find specific information. It is easier to check on Google than to search on the website.
   4. During the pandemic, some information related to pandemic policy disobeyed with the information on the main page which was quite confusing. Also, the page layout may change sometime.
   5. Not much. If there is any information I can't find, then I will make a phone call to service Ontario directly.
   6. N/A (New to the website)
   7. N/A (New to the website)
   8. N/A (New to the website)
2. Which aspects of the website do you think are satisfactory, in terms of helping you resolve your needs or questions?
   1. I’m able to renew my driver’s licence online. It was required to be presented at Service Ontario before in order to complete the renew process.
   2. I think the breakdown section on the first page helps me a lot. It groups some relevant links to a separated section.
   3. It is satisfactory that when you click on a link, that page will give an overview of what you will see on the page, and it outlines the steps you need to take in a clear way.
   4. I think the information provided on the website almost covers all the aspects of people's needs related to driving and road, which is good; and the online services (renew licence) have made life easier.
   5. I can find almost all the information I need on the website, and it has categories for navigation.
   6. It seems to have a lot of information, and the categories help find the information.
   7. Categories make browsing easier and clearer.
   8. N/A, cannot quite understand given the language barrier.
3. When you needed to find something, did you find what you were looking for, and how long did it take you to find it? (navigation)
   1. I usually locate the content quickly as I would browse and use the search function at the same time.
   2. I usually google first, so I won’t take a lot of time. However, if I start my search on the main page of the website. I think it will take longer to find out what I am looking for.
   3. You can renew your license and health card at the same time, and I wanted to find information about this processes, in order to save time from doing it in person. I found it, but it took a few minutes because it wasn’t easily identifiable on the main page, so I looked through Google.
   4. Yeah I always find what I want. Usually it takes less than 5 minutes.
   5. Yes, I can locate them quickly, generally within 5 minutes.
   6. N/A (New to the website)
   7. N/A (New to the website)
   8. N/A (New to the website)
4. Was it easy to understand the information on the page? If yes, what made it easy, if not, what made it difficult? (Clarity, layout, word choice, etc.)
   1. It’s not easy to understand the information on the page as there are too many contents and directions listed in one page. It would make it difficult for the user to locate the information they need in a short period of time.
   2. I think the layout helps me understand better. They have bullet points and URLs linked with each subheading.
   3. Layout and made the information easy to understand. The layout of the page is familiar and consistent with other Ontario sites.
   4. Word choice is ok, layout is good. However, the page looks too crowded.
   5. The information is clearly stated, and the subheadings help me understand.
   6. It is quite easy to understand the content. The word choice is easy to understand.
   7. So far, I feel quite easy in understanding the information. The word choice is good. However, there may be some people who are not good at English and French, and the content may be hard for them to understand.
   8. I found it difficult to understand the information since I am poor at reading English contents.
5. What do you dislike and like about this website? How do you think it could be improved?
   1. Like – People can renew driver’s licence and update personal information online, which is a great improvement. Dislike – The layout of the website can be improved and be more user friendly. Start a quick questionnaire to users who access the website, maybe 3 or 4 questions then navigate the user to the page they should be going to.
   2. I think the search bar section can be improved in the future. It should restrict the search within the Driver and Road website, but not search the keywords in all the websites of Service Ontario. I think the first page could also be improved to be clearer and more concise. It should have a better breakdown on a larger category first instead of listing all the details on the first page.
   3. Like: Layout of the information.

Dislike: The search bar, because it could be more accurate and specific to the page.   
I like the website when I have clicked a link and I’m on a specific page, but when I’m on the main page, I don’t like it. The way the information is structured is difficult to scan, especially since we quickly skim and scan pages, because all the information is important and it is together, it ends up being a lot of scanning. Maybe it can all be one column.

* 1. Like: it contains very complete information about this topic, and popular services appear in obvious positions.

Dislike: Too many words makes the page crowded. Also, this website may have some delay when policy is changing.

Improvement: Maybe the drop-down boxes can be considered in showing detailed service options under each category.

* 1. Like: it contains a lot of information, and the categories can help people locate the information they need.

Dislike: The page is too crowded, and the mobile version seems even worse.

Improvement: Maybe the detailed service options under each category can be shown on the next page when clicking onto certain categories.

* 1. Like: The information and services seem to cover everything I need related to driving and road, and having categories and subheadings can help me locate the information I need.

Dislike: Some labels may be too similar which may cause confusion and misleading.

* 1. Like: I like the categories it provides, and the layout seems good.

Dislike: It is hard to find contact information, and I could barely do it without help. Also, I thought the search bar was not for this page but for the whole Service Ontario page.lol

Improvement: It would be better if they can put important information such as location and contact on the main page. Also, more language options for those important information (such as contact) may be better.

* 1. Like: It contains contact information of Service Ontario (location, hours, contact).

Dislike: The word choice is a little difficult for me to understand, since I am good at spoken English but poor at reading and writing.

Improvement: It more language options are provided, it would be better.

Usability Testing Performance

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| Participant | User Group  (Description) | Tasks | Time Used | Method | Problem encountered | Comment |
| 1 | 25 years old, English second language, has been in Ontario for 6 years | Task 1 | 3 min | Control+f shortcut find ‘Bus’ and ‘licence plate’ | Didn’t find the ‘renew plate’ info under the bus driver category on the main page and retry to search for the keywords ‘licence plate’ | “Each category should have more specific sub titles and relevant info” |
| Task 2 | 3 min | Search ‘plate’ on search bar | Was hesitate when she saw ‘Renew or replace a licence plate sticker’ and | “Information could be more specific” |
| Task 3 | <1 min | Control+f shortcut find ‘help’ and ‘contact’ | NA | NA |
| 2 | 23 years old, English second language, has been in ontario for 6 months, in Canada for 4 years | Task1 | 3.5 min | Browse the main page for keywords “bus driver” | NA | NA |
| Task2 | 4 min | Browse the main page for keywords “personalized plate” | Didn’t find the ‘personalized plate’ keywords on the main page and click on multiple irrelevant links | NA |
| Task3 | <1 min | Scroll down to the page to look for contact | Not sure which contact could be helpful for his problem | “Contact information should be more relevant to the drive and road Ontario” |
| 3 | 24 years old, English first language | Obtaining G1 license | 5 minutes | -Read subheadings and categories  -Used search bar | -Couldn’t find G1 relevant information link on main page  -Search bar suggestions were not relevant  -Error message: ‘Please enter a search term’ | Confusion regarding terminology (G1/Knowledge test) and how this falls under all of getting a G driver’s license |
| Renewing expired license | 5 minutes | -Scan subheadings  -Control F ‘Expired’  -Search bar | -No information provided for expired license plates, only for renewing six months before  -Since there was no relevant information, user assumes that they can only do it in person | Expired license plates cannot be renewed online, but this information is not on the website. |
| Finding help for replacing license | <1 minute | Scan subheadings |  |  |
| Personalized stolen plate | 2  minutes | Scan subheadings | Have to scroll further down the page specifically for personalized plates, but this is not obvious |  |
| 4 | 26 years old, English second language, has been in Ontario for 7 years | Task 1 | 2min35s | Search “licence history”; Search “renew licence” | Be confused between “driving record” and “driver licence check” | Quite confusing |
| Task 2 | 1min35s | Search for “personalized plate” “stolen” | Quickly locate to “Replace a lost, stolen, or damaged licence plate”, but hesitate between option 4 (stolen plate) and option 8 (personalized plate) | “Google is better.” |
| Task 3 | 59s | Search “contact” | N/A | N/A |
| 5 | 35-45 years old, English second language, familiar with the website, has been in Ontario for more than 10 years, office worker | Task 1 | 2min31s | Browse the subheadings, click on “driver licence check”; Browse subheadings, click renew licence | N/A | “Have used this function before, and since driver licence is on the top of the page, it is quite easy to find” |
| Task 2 | 2min04s | Browse over the categories, locate to vehicle, and browse the subheadings and links | First made some mistakes and visited the ”renew plate” page; after reminders from the interviewer, successfully located the information . | “Somehow misleading.” |
| Task 3 | 2min14s | Browse over the category and locate to “contact”, click on service ontario | A little stuck after clicking into the service ontario page. | “Why not show it on the driving page?” |
| 6 | 50-60 years old, English second language, new to the website and not familiar with computers, has been in Ontario for more than 30 years | Task 1 | 3min30s | Browse over the categories | Be confused between “driving record” and “driver licence check” | “Quite misleading” |
| Task 2 | 4min53s  (need hint) | Browse over the categories, and locate to “vehicle” | First made some mistakes and visited the ”renew plate” page; then made a mistake in finding information related to general plates; after reminders from the interviewer, successfully located the information. | “Quite misleading” |
| Task 3 | 5min38s  (need hint) | Browse the web page | Fail to find contact information without the help from the interviewer. | “Quite inconvenient.” |
| 7 | 50-60 years old, English second language, new to the website and not familiar with computers, has been in Ontario for more than 30 years | Task 1 | 2min19s | Browse over the categories | N/A | “Quite clear” |
| Task 2 | 3min20s | Browse over the categories, and locate to “vehicle” | First made a mistake in finding information related to general plates; after reminders from the interviewer, successfully located the information. | “misleading” |
| Task 3 | 4min27s | Browse the web page | Fail to find contact information without the help from the interviewer. | “Cannot do that without help.” |

#### Survey Questions





















