

Remote Facilitator Guide: CPC

OVERVIEW & PERMISSION TO RECORD (~5 minutes)

Greeting

- Hi, I'm _____ working with **Central Park Conservancy**.
- Do you have time now to participate in a 20-30 minute phone interview?
- Are you able to use your web browser and your phone at the same time? Great!
 - If not, dismiss

Outline Purpose and Ask Permission

- Let's start by asking you about your experience **using the Central Park Conservancy website** and about using Central Park itself. [brief pause]
- Is it ok if I ask you to join an online meeting so we can follow along with your screen movements, just for the duration of this interview???????? [brief pause]
- Ok great - I'll ask you some questions while you look at the website. Just remember, I may sound like I'm asking the question "why" a lot...That's just because I want to make sure I capture your details correctly. [brief pause]
- Is it ok if I record our session???? This is only for use in this study. [if no, dismiss]

Participant Setup in GoToMeeting

-Let's get started...

- Do you have your web browser handy?
- Are you familiar with GoToMeeting? (if not, I can walk you through the process - it just takes a few minutes).
- Ready? The web address is - www.GoToMeeting.com.
 - Select option "Join a Meeting" (located in upper right-hand corner).
 - The meeting ID is _____ [brief pause while they type]
- Depending on your web browser, you might be prompted to install a plug-in. This is so you can share your screen with me (so we can walk through the CPC website together).
 - [if needed] GoToMeeting is a well known screen-sharing service that is totally secure and made a company called Citrix. The plugin will un-install at the end of the session
- This might take a minute, let me know when it's done...
 - [if needed: it may have downloaded onto your desktop or into your downloads folder. Would you look there for a folder called "Citrix Install" and click on that?]
- [after a few moments]
- Next you'll receive a prompt asking you to choose an audio option.
 - If your computer has a mic and speaker, please select computer audio. (hit okay on next screen).
 - If not, please choose the phone call option and we can proceed over the phone. (info for call in will be on next prompt).
- Now, it will ask you for your name and email – just enter your first name, we don't need your email address.



- Make sure you can see the microphone icon in the GoToMeeting control panel. If not, ask them to click mic & speakers in the audio section of the panel.
- [once they're in the session and you can hear them through the computer]
- I'm going to disconnect the call and join you on the meeting...
- Great - Now I'm going to make you a presenter - This is so you can share your screen with me (so we can walk through the CPC website together).
- Before I do, please hide anything confidential you may have open. Once you accept the presenter role, I will be able to see your screen. [brief pause]
- You'll see the prompt coming your way with a button appear that says "Share My Screen." Please click on that button. [brief pause]
- Great, now I see your screen! Be sure not to close this window so that we are not disconnected.
 - Hit record in goToMeeting! Type "Start" in timecode engine spreadsheet to activate timecode.
- Before I ask you a few background questions, I want to remind you that your job is really easy, you just have to be yourself and act as you naturally would.
 - Just keep in mind, I did not design these websites, I'm just collecting feedback.
 - As you interact with the site, please be honest with your positive and negative thoughts.
 - Nothing you say will hurt my feelings.

Now that we're all set up, if you don't mind, I'm going to ask you a few questions about yourself. Then we will proceed to the CPC website.

BACKGROUND QUESTIONS (~8 minutes)

1. How would you describe your use of the Park.
2. Have you ever attended an event at Central Park?
3. How do you make plans if you want to attend an event?
4. Do you use a calendar in your day-to-day life?
 - How do you use it?
 - How do you keep track of your plans?
 - [make sure to ask if it is digital or a written calendar]

PASSIONATE TASK (~10)

Thank you for answering those. Now let's proceed to the Central Park Conservancy website. Please navigate to **www.centralparknyc.org**

In this next part of the interview, two reminders (1) As you use the site, please remember to say everything you're thinking out loud, (2) before you click on anything, please pause so I may ask you a question. – Is this Okay? Thank you.

- What were you about to do when you filled out the survey for this phone interview on centralparknyc.org? Please recreate those steps with me now.

Follow-up questions:

- What else do you need to know about what you were looking for?
- Did you find all the information you expected to see?
- Did the amount of information feel right to you?
- Will you use another site, blog, app, or print publication to help you find what you were looking for today?
- How would you describe the amount of time you spent on this?
- At any point did you feel lost? What would have helped you get back on track?
- Would you look for something else while you're here?

PRE-DETERMINED TASKS (~15)

Thank you for talking me through that!

- Let me ask - Would you ever use this website to plan an event in the park?
 - If Yes - Please show me how you might do that.
 - If no. Ask: Do you make plans to attend park events through other means (e.g. social medial, other websites, etc.).
 - If no - proceed.
- Ok, now without clicking on anything, can you please tell me what you would expect to see on the Park's calendar page?
 - [Once they answer, go to centralparknyc.org/events.
 - Now, please tell me what you see on this page? Does it meet your expectations?
- Can you show me how you would use it?
- Let me ask, how do you feel about the information displayed on the calendar????
- FANTASTIC!!! Now let's say that you have a friend visiting who would like to see some of the Park's **famous landmarks**. Could you find an event on the calendar that you could attend?
 - [answer is [Legendary Landmarks Tour on Friday at 2:00](#)]
- Is this something you would be interested in attending? Are there any other park events that interest you?

WRAP-UP QUESTIONS (~3)

Thank you- If you don't mind, let me ask just you a few final questions:

- Why do people use centralparknyc.org?
- Could you give me 3 words that describe Central Park's events page?
- What does Central Park Conservancy do?
- Who else do you think we should talk to for this research?



- May we contact you in the future?

EXIT AND DEACTIVATE GOTOMEETING (~2)

- Well [participant name] that does it for us. Your feedback is very important to us and I want to thank you.
- May I confirm your email address so I'm sure I send the Amazon gift card to the right place?
- We'll get that to you within 24 hours.
- I'm now going to remove you as presenter, so I won't be able to see your screen anymore.
[Make yourself presenter in GoToMeeting]
- Now, I'm going to dismiss you from the meeting which means we'll be disconnected from audio as well. Thanks so much for participating, and have a great day!

TROUBLESHOOTING GOTOMEETING

If you cannot get the participant's audio working or if there is a terrible echo:

- Do you know if you have a mic & speakers on your computer?
- If YES. Let's make sure you can hear me through the computer
- If they DON'T KNOW. Direct them to the mic & speakers under audio
- If NO SOUND or ECHO ISSUE. I'm going to give you a number to call into:
 - [add dial-in toll-free #] / Access Code: [add here]
 - Give the participant your phone number just in case you get disconnected

15-MINUTE DEBRIEF AFTER SESSION

Off the top of your head, list a few first impressions from the session

List 3 things that surprised you from the interview

1.

2.

3.

List 3 things that challenged your assumptions

1.

2.

3.

List at least 2 new topics to explore