

North Carolina Coastal Atlas

User Testing and Persona Development Discussion Guide

Introductory Comments

Thank you for agreeing to participate in this interview.

The North Carolina Coastal Atlas is a collaborative effort to enable access to coastal data and inform coastal managers, scientists, students and the interested public. We are developing maps using local and national geospatial datasets tailored to the needs of users in coastal North Carolina. The goal of the atlas is to provide information and analysis to support decision-making. We also hope to assist the communication of coastal resource and hazards issues through access to mapping tools. We are evaluating the functionality of the North Carolina Coastal Atlas and trying to better understand the needs of the potential user groups for specific data and tools.

Before we begin, I need you to understand and consent to the interview. The interview format has been approved by East Carolina University; and this form (hand it to interviewee), lets you know that this interview poses no risk to you, all of your responses will be anonymous and confidential, and the recording will only be listened to by the research team. Also, you may end the interview at any point, although it's very important to us to fully understand your point of view and that can only be accomplished by completing the entire interview. The interview should take 30-60 minutes.

If you agree to conduct this interview please read and sign this consent form.

Part 1-Participant information and Use Case Information

First I would like to ask you a few questions about yourself

What is your professional position?

How long have you been a resident and/or worked in this area?

How you use geographic data, GIS or maps in your profession?

How would you characterize your level of expertise with GIS or geographic data?

Do you build your own maps? If not, how do you obtain the maps or other geospatial information you need?

Do you generate your own data? Who do you get data from?

What unmet needs do you have for spatial information? For geographic tools or maps products?

Part 2-User Testing

Please give us your opinion of the NC Coastal Atlas website and map portal.

To better understand your experience as a user of the web service, we would like you to navigate to particular places within the website and map user interface to perform a task. We will time you to see how long it takes you to complete the task and ask you some questions about your experiences with the task.

Task #1: Navigate to the Thematic Maps page from the home page (www.nccoastalatlus.org)

- Do you see any descriptions of maps that might be useful for you? Which ones?
- What would you do next?
- What was your experience of the task?
- Why did you complete the task in the way you did?

Task #2: Navigate to a Thematic Map/ map user interface. Find/zoom in on Manteo NC (or your community?)

- What can you do with this map?
- Does this map have the information that you thought it would?
- Is there additional information you wish was available in this map?
- How would you find more information about this map, such as the sources of the data?
- What is your overall experience of this task?
- Why did you complete the task the way that you did?

Task #3: Navigate to the map interface directly “Explore the Coast” from the Homepage

- How would you change the basemap?
- How would you add data layers?
- What can you do with this map?
- Is information/data you would like to add that is not available?
- Is there a function that you wished was available for this tool?

Task #4: Find a relevant citation in the Bibliography.

- Did the citation contain in the information you thought it would?
- What could you do with the information contained in the citation?
- What was your experience of this task?
- Why did you complete the task in the way you did?
- How would you change the basemap?

Overall Questions about the NC Coastal Atlas Website and Map User Interface

- What do you most like about it?
- What do you most dislike about it?
- What do you find most engaging about it?

- What did you feel was the most difficult task you had to complete?
- What did you feel was the easiest task you had to complete?
- What would you say the site does best?
- If you could change one thing about the site, what would it be, and why?
- If you had to characterize yourself as a digital atlas user, what kind of user would you be?