



Georgia
on your
Mind

Georgia on your Mind

JRMC 7013 | UX-RP



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Executive Summary

Capstone Overview

From the New Media Institute at The University of Georgia comes the "Georgia On Your Mind" podcast, a series that explores the relationship between the state of Georgia and the university that lives within the heart of it. With six episodes highlighting different areas in which Georgia excels and the University of Georgia's contribution to that excellence, we navigate each topic with both an engaging and educational tone of voice. The podcast also has a supplementary website, which hosts full episodes, behind-the-scenes content, and information about our producers and guests.

Research Goals

The "Georgia On Your Mind" podcast aims to educate individuals on how the state of Georgia stands out as a powerhouse, thanks to the impact made by the University of Georgia. We want the podcast to be engaging and educational; but most importantly, we want to keep UGA at the center of it all.

Because the main component of our capstone project is a podcast, something in which accurate data cannot be gathered from traditional user testing, our research will be two-fold. Therefore, we will have separate research goals for our website and for our podcast.

Our team will be conducting more traditional user testing on the supplementary website for our podcast. Testing instruments will be built for this research.

We will also be collecting data from anchor.fm to observe our audience's listening habits. This will provide more genuine data for us to make informed decisions with.

WEBSITE RESEARCH GOALS

Our primary research goal for the website is to gain insight into what information our users will find most important to include on our website, and how to most clearly present that information.

Our hypothesis is that 100% of our participants will be able to navigate the website properly, including looking at individual episode pages, finding featured guests, and contacting the "Georgia On Your Mind" team.

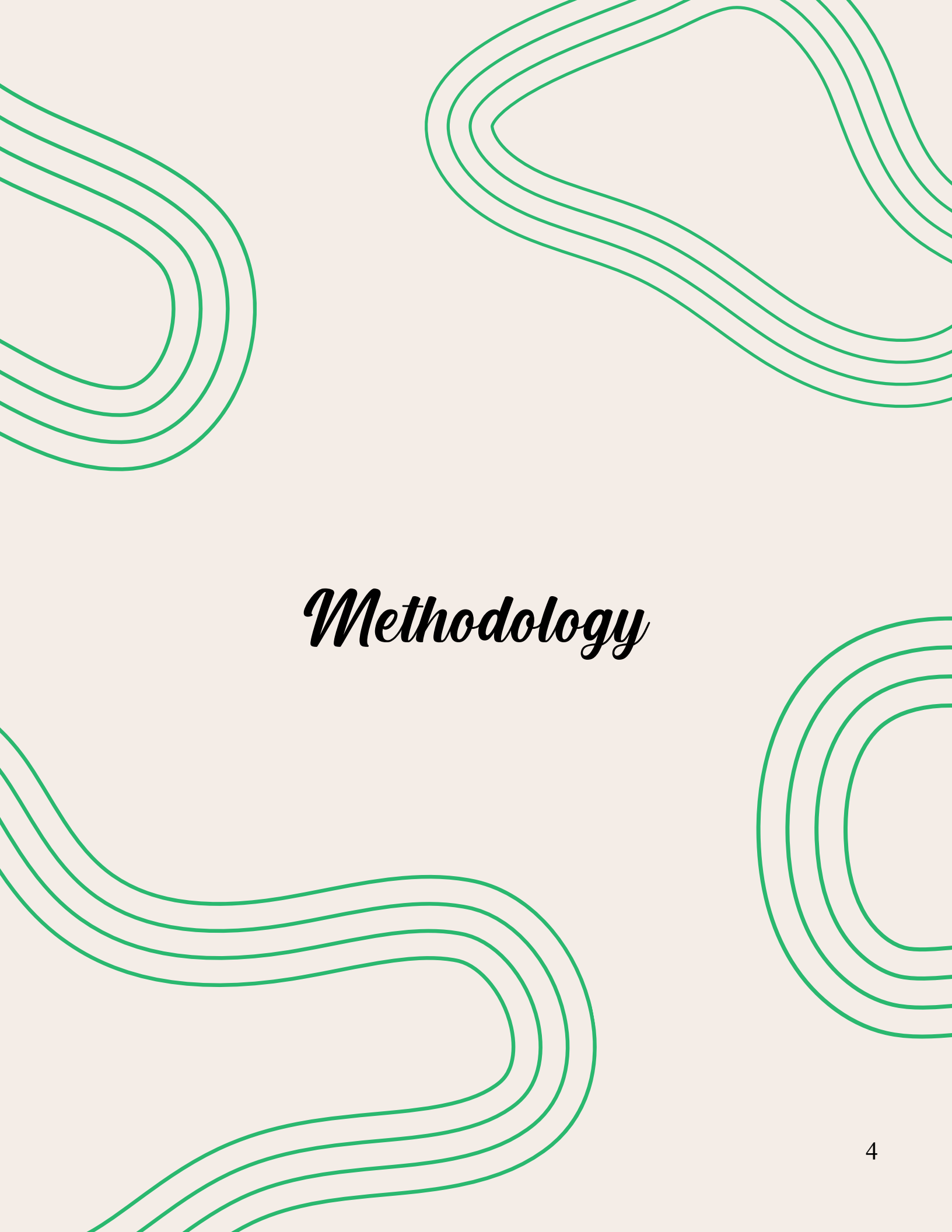
The results of our website testing will allow us to make any necessary changes to our website so that it can act as the best supporting material for our podcast to current and potential listeners.

PODCAST RESEARCH GOALS

Our primary research goal for the podcast is to gain insight into whether our episodes' tone of voice and content will be engaging enough to maintain listener retention. Along with that, we want to know why people continued to listen or stopped listening, so we can change the structure of the podcast to fix that issue (content, format, tone of voice, etc).

Our hypothesis is that listeners will be engaged enough to listen to at least 80% of the episode.

The results of our podcast testing will allow us to make any necessary changes to our episodes before we begin releasing them publicly in March. This testing is necessary because without listeners, a podcast does not make any impact on what it is attempting to say.

The page features a light beige background with four sets of abstract, concentric green wavy lines in the corners. Top-left: Three nested, rounded, teardrop-like shapes. Top-right: Three nested, elongated, teardrop-like shapes. Bottom-left: Three nested, elongated, teardrop-like shapes. Bottom-right: Three nested, rounded, teardrop-like shapes.

Methodology

Roles

Our team is comprised of three individuals: Bailey Pelletier, Berkeley Chandler, and Erin Riney. Erin acts as project manager for our team and is the host of the podcast. Bailey acts as creative director for our team and is one of the interviewers for the podcast. Berkeley acts as UX expert for our team and is the other interviewer for the podcast. All three are producers of the podcast and take full responsibility for each episode, as well as the website and any promotional materials shared publicly in relation to the podcast.

For our website research, Berkeley will act as the lead interviewer. She will conduct each interview, guiding our participants through the entire process and verbally engaging with them. Bailey and Erin will act as observers and notetakers for each participant. The two of them will then compile the data they observe throughout the interviews in one place, allowing the team to work together to synthesize the data and pull meaningful results from our sample.

For our podcast research, Bailey will act as the main analyst for the anchor.fm data. Erin will reach out to individuals following up after they listened to an episode, sending them the follow-up survey and product reaction cards. Berkeley will act as the main analyst for the data from our follow-up survey.



Sampling

POPULATION

Our population consists of individuals aged 18-54 years old, college-educated, who have some personal connection to the state of Georgia and/or the University of Georgia. The population is evenly split between gender. White people make up roughly 60% of the population, with another 15% comprised of Hispanic people and another 15% comprised of African American people. They most likely live a lifestyle that requires them to commute to work or school, and they spend their commute listening to podcasts.

PERSONAS

See next two pages for full personas.

SAMPLING FRAME AND METHOD

Our sample will be built from those who volunteer to participate in our research who fit our required demographic framework. We will ask a variety of people if they are willing to participate in the study, and screen them to see if they are fit to represent our population using a quick survey.

After finding a willing group of participants, we will select our final 8 participants from a random sample to make it more representative of our population. It should not be too difficult to find a pool large enough to select our sample from, as our population itself is fairly large. (For example, we were able to get 35 individuals to participate in our exploratory research in August.)

We will use Zoom to conduct all user testing, so as to keep consistency in the testing environment between participants who are physically in Athens and who do not currently live in Athens.

All three members of the team will help recruit participants for our sample.

Peaches



Peaches is a 24-year-old who graduated from UGA 2 years ago and now works at a marketing firm in downtown Atlanta. She works in the strategy department, so her day-to-day involves a lot of research and learning new things. She has a longer commute to work, so she enjoys having something to listen to while she drives so it goes by faster.

GOALS

- To find something besides music that makes her commute go by faster
- To stay connected to UGA

VALUES

- Hearing different perspectives from a variety of people
- Finding more information through intentional research and "digging deeper"

DEMOGRAPHIC INFORMATION

Gender: Female

Age: 24 years old

Education: Bachelors in Marketing

Occupation: Strategist

Marital Status: Single

Location: Downtown ATL

QUOTE

"I love listening to music and making playlists, but sometimes I want to listen to something different. I love podcasts because I always learn something new without even realizing it."

BEHAVIORS

- Constantly listens to music throughout her day
- Exchanges recommendations with her friends

EXPECTATIONS

- To find a podcast that is equally educational and engaging
- To learn more about her home state and alma mater

NEEDS

- Something to listen to while she drives (music, podcasts, talk shows, audio books, etc)

PAIN POINTS

- Music can become repetitive during a long drive
- Advertisements are too distracting and "break the flow"

Sparky



DEMOGRAPHIC INFORMATION

Gender: Male

Age: 22 years old

Education: Bachelors in Public Relations

Occupation: Student

Marital Status: Single

Location: Athens, GA

QUOTE

"Podcasts help get my day started. I listen to them during my morning routine and commute to get in the know about the topics I enjoy."

Sparky is a 22-year-old senior at the University of Georgia studying Public Relations. He uses podcasts to help jumpstart his day, starting with information podcasts in the morning and going to other sorts of podcasts by the time he leaves the door. He uses his commute to and from the university to listen to most of his saved podcasts.

GOALS

- To find a new podcast with interesting stories
- To learn more about the state he lives in

Values

- Intriguing stories with fun facts
- Learning how important other parts of his state are

BEHAVIORS

- Uses music and podcasts to pass his day during commutes and between classes
- Always looking for something new

Expectations

- To listen to well-produced shows with purposeful topics
- To find something entertaining

NEEDS

- A show that fills time during commutes and breaks throughout the day and is also engaging

Pain Points

- Currently listens to the same shows over and over
- Wants to learn something new that's relevant to him

Website Testing Instruments

SCRIPT

Hello! Thank you so much for taking the time to meet with us today. My name is Berkeley and I'll be conducting this interview, and I'm joined by my colleagues Bailey and Erin who will be taking notes during our call today.

Before we get started, I wanted to confirm with you that you were sent a consent form yesterday. Have you been able to look over, sign, and send it back to us?

"Yes" → Okay perfect! Did you have any questions about anything on that form?

"No" → That's okay! Let me send you that right now to read over and sign. Let me know if you have any questions while you are reading it over! Feel free to turn off your microphone and video while doing that if that makes you more comfortable.

To get started, I'm going to send you a link to a quick survey to fill out before we move on to the testing portion of our time today.

Here you go: <https://forms.gle/DEgsJHDUnsW4H9N16>

Feel free to turn off your microphone and video while doing that if that makes you more comfortable. Let us know when you've completed the survey or if you have any questions while taking it! And if you have any additional comments about any of your answers that you'd like for us to note please let us know.

Thank you so much for filling out that survey for us! We are now going to move on to the actual testing portion of our time today. The way this is going to work is that I am going to ask you to pull up our website and share your screen with us so we can observe your actions as you navigate through our website.

We are going to prompt you with a few tasks along the way to see how easy or difficult it is for you to perform those tasks.

Keep in mind that we are testing the website today, not you! So there is nothing wrong you can do here. Our goal in this testing is to make sure that we have set up our website in a way that is intuitive to you, our user, and that the information on our website makes sense and is relevant.

Because of this, we will also be asking you for your thoughts on our website as a whole along the way. Please be as honest as possible with us so we can do everything we can in the future to make this website the best version it can possibly be! We would rather hear negative feedback from you now in this testing setting, so that any issues can be addressed before we publicly launch our site.

Do you have any questions before we get started?

Link to website: georgiaonyourmindpod.com

Alright, I am going to share the link to our website in the chat now. Please navigate to it and share your screen with us so we can begin.

To get started, I want you to take a moment to freely scroll through our website. Familiarize yourself with it, and share your thoughts with us as you go along. Let us know what you like, anything you don't like, and any other observations.

Thank you for sharing those thoughts with us! Now that you're a little more familiar with the layout of the site, I'm going to ask you to perform a few tasks. And again, as much as possible, it will help us if you can try to think out loud as you go along. Let us know your observations, your opinions, and your internal monologue and you figure out how to complete each task.

	Task	Metrics	Notetaker Observations
1	Navigate to a guest speaker's page on the website	Success/Fail Time:	
2	Find the "Meet the Team" section	Success/Fail Time:	
3	Contact the producers of the Georgia on Your Mind podcast	Success/Fail Time:	
4	Listen to the Sports episode	Success/Fail Time:	
5	Find the behind-the-scenes photos for the Sports episode	Success/Fail Time:	

Thank you so much for sharing those thoughts with us while you did those tasks. For the final part of our user testing today, we are going to ask you to fill out one final survey.

Here you go: <https://forms.gle/gFPewcBeg8z53Fh2A>

Feel free to turn off your microphone and video while doing that if that makes you more comfortable. Let us know when you've completed the survey or if you have any questions while taking it! And if you have any additional comments about your answers that you'd like us to note, please let us know.

You did a great job today! Thank you so much for your time and your help with our project. We greatly appreciate it. Is there anything else you'd like to share with us about your experience today? [Insert notes here]

CONSENT FORM

You are being asked to take part in a research study. The information in this form will help you decide if you want to be in the study. Please ask the researcher(s) if there is anything that is not clear or if you need more information.

Main Researcher Information:

Berkeley Chandler

berkeley.chandler@uga.edu

The purpose of this study is to assess the usability of the supplementary website for the Georgia on Your Mind podcast. As researchers, we are aiming to identify the amount of time and effort it takes students to complete tasks while using our website, as well as assessing the quality of the information we provide on the site. In order to understand where improvements can be made, we will ask you to complete a series of tasks that require you to navigate the website.

Your involvement in the study is voluntary, and you may choose not to participate or to stop at any time without penalty. The study should take no more than 15-30 minutes and you are free to discontinue your involvement at any point during the study. You are going to be asked to complete the following 5 tasks while using the website:

Task 1: Navigate to a guest speaker's page on the website

Task 2: Find the "Meet the Team" section

Task 3: Contact the producers of the Georgia on Your Mind podcast

Task 4: Listen to the Sports episode

Task 5: Find the behind-the-scenes photos for the Sports episode

Your participation in this study will lead to an easier and more enjoyable user experience for those navigating the Georgia on Your Mind website. If you decide you do not wish to participate in this study, any comments or suggestions on how to better improve the interface are still welcome.

If you are interested in participating in the study, please read the additional information found below, and feel free to ask questions at any point.

Time Commitment

You will have unlimited time to complete the required tasks; however, we predict the study should take no more than 15-30 minutes. When you have completed the required tasks you are free to leave the study and will not be required to return at a later date for any further observation.

Risks and Discomforts

Participating in this study will require you to use a computer and look at a screen for an extended amount of time. If you have any pre-existing medical conditions which may arise during this study due to increased screen use you should not participate.

Benefits

There is no financial compensation for participating in this research study. Remember that your participation in this research is completely voluntary and you may choose to stop at any time.

Confidentiality

Your participation in this study is completely confidential and any steps taken while completing the required tasks will not be shared with any persons other than the researchers.

Permission to Record

By choosing to participate in this study, you are consenting to allow the researcher to record the zoom conversation between you and them. This recording will be used solely for notetaking reference purposes and will not be publicly shared anywhere ever.

Direct quotes may be used for presentation purposes in the future, but any shared quotes will remain completely anonymous and your participation in the study will never be made public.

By signing below, you are agreeing to all of the terms above.

_____	_____
Name	Date

PARTICIPANT SCREENING SURVEY

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

What is your highest level of education?

- High school diploma
- Some college
- Bachelors degree
- Masters degree or higher
- Prefer not to say
- Other: _____

What is your relation to the state of Georgia?

- I currently live there
- I once lived there but no longer live there
- No personal relation

What is your relation to the University of Georgia?

- I currently go to school there
- I am an alumnus
- I have family who goes/has gone to school there but I did not
- No personal relation

How often do you listen to podcasts, on average?

- Daily or almost daily
- A few times a week
- A few times a month
- Rarely
- Never

Do you commute to work?

- Yes
- No
- Sometimes, but not regularly
- Other: _____

If applicable, how likely are you to listen to a podcast on your commute?

- Very likely - podcasts are my main form of entertainment
- Somewhat likely - I occasionally listen to podcasts during that time but I am more likely to listen to music or some other kind of media instead
- Not likely - I very rarely or never listen to podcasts during that time
- This question is not applicable to me

PRE-TEST SURVEY

Have you ever navigated a website whose main purpose was to provide information for a podcast?

- Yes
- No

Which type of device would you normally tend to use to navigate a website like that?

- Computer or laptop
- Phone
- Other: _____

What kind of information would you expect on a website whose main purpose was to provide information for a podcast?

I would prefer for a website about a podcast to be...

Informal	1	2	3	4	5	Formal
----------	---	---	---	---	---	--------

I would prefer for the information within a website about a podcast to be...

All located on one page	1	2	3	4	5	Sectioned off into multiple pages
-------------------------	---	---	---	---	---	-----------------------------------

I think including information about the guests who have been featured on different podcast episodes would be relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I think including information about the people who created the podcast would be relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I think including behind the scenes footage from each podcast episode would be relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

POST-TEST SURVEY

In your opinion, which information we was most relevant on the website?

Did you find any information we included on the website irrelevant?

After navigating this website, I'd prefer for a website about a podcast to be...

Informal	1	2	3	4	5	Formal
----------	---	---	---	---	---	--------

After navigating this website, I would prefer for the information within a website about a podcast to be...

All located on one page	1	2	3	4	5	Sectioned off into multiple pages
-------------------------	---	---	---	---	---	-----------------------------------

After navigating this website, I would prefer the layout of the pages to be...

Minimalistic	1	2	3	4	5	Comprehensive
--------------	---	---	---	---	---	---------------

I found including information about the guests who have been featured on different podcast episodes relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I found including information about the people who created the podcast to be relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I found including behind the scenes footage from each podcast episode to be relevant:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I would describe this website to be useful as a supplement to the Georgia on Your Mind podcast:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I feel confident in my ability to find a podcast episode and listen to it from this website:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

I felt confident in my ability to complete the tasks required of me during this user research:

Strongly disagree	1	2	3	4	5	Strongly agree
-------------------	---	---	---	---	---	----------------

Were there any tasks that were confusing or misleading to you? If so, what was confusing or misleading?

Would you make any changes to this website?

Did you feel like there were any specific features missing from this website that you would have liked to have seen?

Did navigating this website make you interested in listening to the "Georgia on Your Mind" podcast?

Do you have any other thoughts you would like to share with us?

Have you completed the System Usability Scale?

- Yes (Thank you so much!)
- No (Please do so before continuing on. This is the last component of your participation in our research today.)

SYSTEM USABILITY SCALE

I think that I would like to use this website frequently.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I found the website unnecessarily complex.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I thought the website was easy to use.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I think that I would need the support of a technical person to be able to use this website.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I found the various functions in this website were well integrated.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I thought there was too much inconsistency in this website.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I imagine that most people would learn to use this website very quickly.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I found the website very cumbersome to use.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I felt very confident using the website.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I needed to learn a lot of things before I could get going with this website.

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

Podcast Testing Instruments

POST-LISTENING SURVEY

We will be using the information within this survey as a diagnostic to gain a better understanding of your experience listening to the podcast and your opinions on the podcast. This will help us to better cater to our target audience's preferences with future episodes.

Your involvement in this survey is voluntary, and you may choose not to participate or to stop at any time without penalty. If you decide you do not wish to participate in this survey, any comments or suggestions on how to better improve the interface are still welcome.

Your participation in this survey is completely confidential and any information you provide here will not be shared with any persons other than the researchers.

Please email us at berkeley.chandler@uga.edu if there is anything that is not clear or if you need more information.

By checking the "Yes" option below, you are consenting to participate in this survey. Do you consent to your information being used as part of our team's efforts to improve the "Georgia On Your Mind" podcast?

- Yes
- No

Demographic Information

Thank you for taking the time to fill out this form for us today! We will start by asking you a few demographic questions.

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

What is your highest level of education?

- High school diploma
- Some college
- Bachelors degree
- Masters degree or higher
- Prefer not to say
- Other: _____

What is your relation to the state of Georgia?

- I currently live there
- I once lived there but no longer live there
- No personal relation

What is your relation to the University of Georgia?

- I currently go to school there
- I am an alumnus
- I have family who goes/has gone to school there but I did not
- No personal relation

How often do you listen to podcasts, on average?

- Daily or almost daily
- A few times a week
- A few times a month
- Rarely
- Never

Do you commute to work?

- Yes
- No
- Sometimes, but not regularly
- Other: _____

If applicable, how likely are you to listen to a podcast on your commute?

- Very likely - podcasts are my main form of entertainment
- Somewhat likely - I occasionally listen to podcasts during that time but I am more likely to listen to music or some other kind of media instead
- Not likely - I very rarely or never listen to podcasts during that time
- This question is not applicable to me

Experience Listening to this Podcast

Which episode did you listen to?

- Ep 01: Sports
- Other: _____

What environment were you in when you listened to it?

- In the car
- On a walk
- Other: _____

Which platform did you listen to the podcast on?

- Spotify
- Apple
- Other: _____

How did you discover this episode?

I found the tone of the podcast to be...

Informal	1	2	3	4	5	Formal
----------	---	---	---	---	---	--------

I would like for the tone of the podcast to be...

Informal	1	2	3	4	5	Formal
----------	---	---	---	---	---	--------

I found the content within the podcast to be educational:

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I found the content within the podcast to be engaging:

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I liked the flow of the podcast:

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I liked the tone of voice of the host and interviewer:

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

I enjoyed hearing the quotes from the guest speakers:

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

In your opinion, what was the most relevant information we included in the episode?

Did you find any information we included within the episode irrelevant

My favorite part about the podcast was...

My least favorite part about the podcast was...

If I could change anything about the podcast, it would be...

I am interested in listening to another episode of this podcast after my experience listening to this episode:

- Yes
- No
- Maybe

Do you have any other thoughts you would like to share with us?

Thank you for your time today!

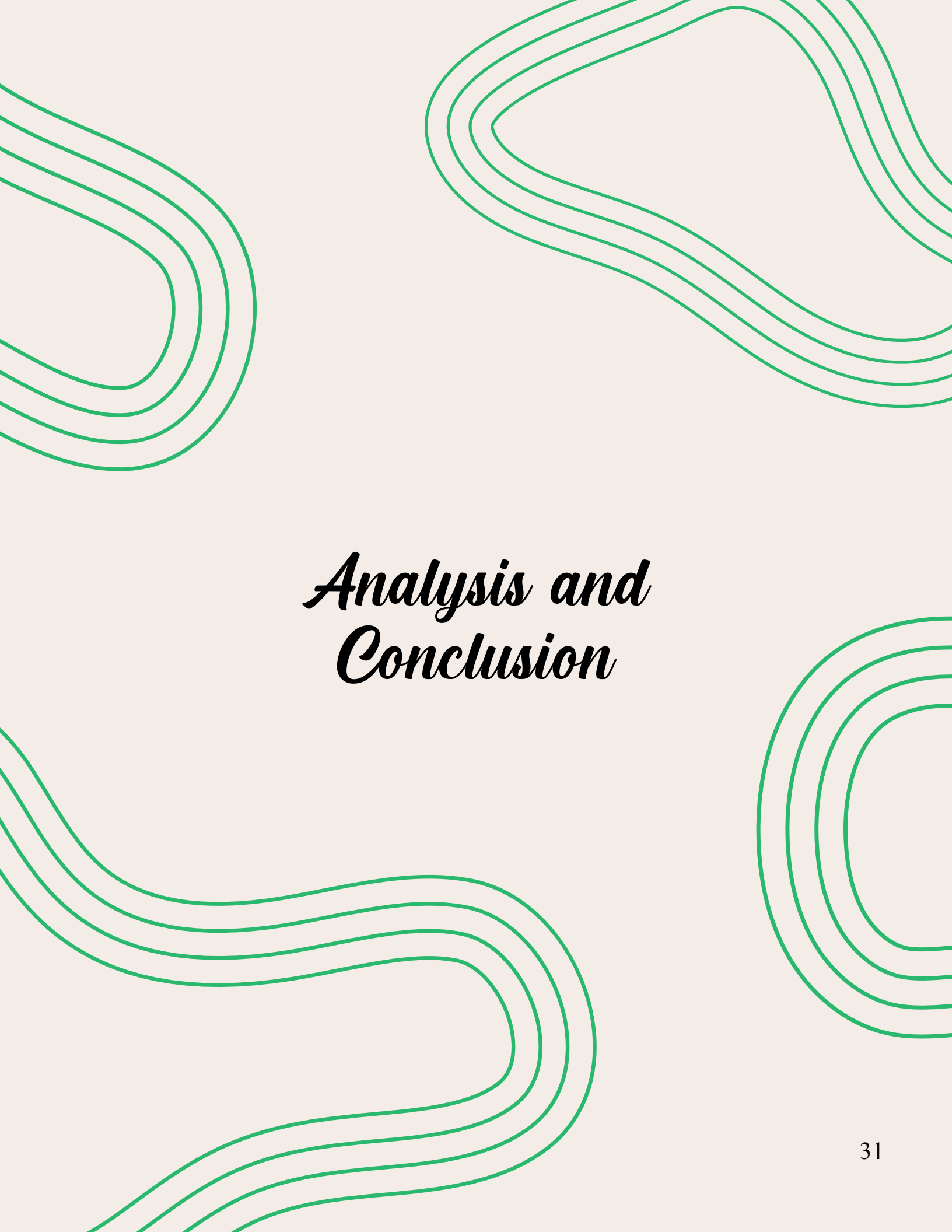
You have been so helpful to this project and we appreciate all of the feedback you provided to us. Have a wonderful rest of your day!

PRODUCT REACTION CARDS

Which of the following words best describes your opinion on our podcast?
(Choose 5)

Accessible	Entertaining	Overwhelming
Annoying	Enthusiastic	Patronizing
Appealing	Exceptional	Personal
Approachable	Exciting	Poor quality
Attractive	Familiar	Powerful
Boring	Fresh	Predictable
Business-like	Friendly	Professional
Busy	Frustrating	Relevant
Clam	Fun	Reliable
Clean	Helpful	Rigid
Clear	Impersonal	Satisfying
Comfortable	Impressive	Secure
Compelling	Incomprehensible	Simplistic
Complex	Inconsistent	Slow
Comprehensive	Ineffective	Sophisticated
Confident	Innovative	Stable
Confusing	Inspiring	Stimulating
Connected	Integrated	Straightforward
Consistent	Intimidating	Stressful
Creative	Intuitive	Time-consuming
Dated	Inviting	Time-saving
Desirable	Irrelevant	Trustworthy
Disconnected	Meaningful	Unapproachable
Disruptive	Motivating	Unconventional
Distracting	Not secure	Understandable
Dull	Not valuable	Undesirable
Effective	Novel	Unpredictable
Efficient	Old	Unrefined
Empowering	Optimistic	Useful
Energetic	Ordinary	Valuable
Engaging	Organized	

Please explain the reasoning behind your choices.

The background of the page is a light gray color. It is decorated with several sets of concentric, wavy green lines that resemble topographical map contours. These lines are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

Analysis and Conclusion

Analysis

Using the methods and testing instruments outlined, we will measure the quantitative results using different calculations.

For the tasks described in the task table, task success/failure rate and time on task rates will be recorded to track the ease of each task. If we find that a certain task either has a high failure rate or requires a long time to complete, we will categorize that feature as a major issue and prioritize improving it in the next iteration. Any tasks that have a small failure rate or may confuse a few participants will be noted as a minor issue.

Once we can gather key quantitative data from anchor.fm after publishing the podcast episodes (e.g. retention rates), we will be able to visualize that data with line graphs showing interest over the course of the episode.

The survey results that we collect pre-test and post-test will be analyzed and used to inform the impact of the podcast episodes (including the tone, style, and format) and website characteristics. The majority of this information will be qualitative; however, taking the averages and top-box values from our scales included in the surveys will allow us to quantify some responses.

For the System Usability Scale, scores will be calculated with the following process: subtract 1 from the value for each odd-numbered question. For each even-numbered question, subtract their value from 5. Calculate the sum from all questions. Multiply the sum by 2.5. Results in a score out of 100.

If our final score is above 70, we can be confident that our website works very well with users. If the score falls between 50-70, we can conclude that while the website can be used in its current state, it requires some improvements. If below 50, we must seriously reconsider the structure of the website as it holds major usability issues.

The Product Reaction Cards will provide qualitative data for analysis. The best way to represent this data will be with a word cloud to visualize the most common characteristics chosen by participants.

Because we will be selecting the participants in our sample through a random sampling process after determining their eligibility from an initial screen survey, we should be able to generalize our results to our population.

After executing our research plan, we plan to document and report our findings along with a conclusion on whether our website and podcast meet our original hypotheses.

Conclusion

The goal of this user experience research plan is ensure that the Georgia On Your Mind podcast delivers an engaging and educational experience to listeners and that the supplementary website is easily navigated and understood. Through the methodology and tools laid out above, our hypotheses will be tested and evaluated once the data is collected.



Georgia
on your
Mind