## Recruiting Setup Overview

* Our client is looking for 12 participants.
* Usability sessions will be 1-on-1, will last 60 minutes and will be remote testing sessions.
* Our client will send a recruiting survey in a targeted email to existing SuSanA members – only those from our target countries who have made at least one post on the Discussion Forum.
* After our recruiter receives survey responses, she will identify 12 appropriate individuals based on the quotas identified in this screener. She will share the list with the Bentley/SuSanA teams for approval.
* After receiving approval from SuSanA, Bentley will reach out to participants to schedule a test of the setup.
* Compensation – equivalent of $50 US Dollars in local currency.
* Method of payment: Western Union

**Possible Session Times (Monday, March 6 – Friday, March 10)**

* We are hoping to recruit participants during the following time slots.
* If participants are not available during these timeslots, we will run sessions whenever they are available.
* Recruiting survey should allow participants to choose from their local times (rather than Boston EST Time).
* To make the survey work for all the countries, the survey should offer the following time options for every day from March 6th to March 10th. We can then convert these times to US EST to figure out complete session schedule across countries. **Please add at least 15 min in between sessions.**
  + 8 – 9 am
  + 9 – 10 am
  + 10 – 11 am
  + 11 – 12 pm
  + 12 – 1 pm
  + 1 – 2 pm
  + 2 – 3 pm
  + 3 – 4 pm
  + 4 – 5 pm
  + 5 – 6 pm
  + 6 – 7 pm
  + 7 – 8 pm
  + 8 – 9 pm

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **US EST** | **Mexico (-1)** | **Brazil (+3+** | **Burkina Faso, Ghana, Senegal  (+5)** | **Cameroon (+6)** | **Malawi, Rwanda, South Africa, Zambia, Zimbabwe (+7)** | **Ethiopia, Kenya, Tanzania, Uganda (+8)** | **Pakistan (+10)** | **India  (+10.5)** | **Bangladesh, Nigeria, Nepal (+11)** | **Indonesia, Cambodia (+12)** | **Philippines (+13)** |
| 5 – 6 am |  | 8 – 9 am | 10 – 11 am | 11 am – 12 pm | 12 – 1 pm | 1 – 2 pm | 3 – 4 pm | 3:30 – 4:30 pm | 4 – 5 pm | 5 – 6 pm | 6 – 7 pm |
| 6 – 7 am |  | 9 – 10 am | 11 – 12 pm | 12 – 1 pm | 1 – 2 pm | 2 – 3 pm | 4 – 5 pm | 4:30 – 5:30 pm | 5 – 6 pm | 6 – 7 pm | 7 – 8 pm |
| 7 – 8 am |  | 10 – 11 am | 12 – 1 pm | 1 – 2 pm | 2 – 3 pm | 3 – 4 pm | 5 – 6 pm | 5:30 – 6:30 pm | 6 – 7 pm | 7 – 8 pm | 8 – 9 pm |
| 8 – 9 am |  | 11 – 12 pm | 1 – 2 pm | 2- 3 pm | 3 – 4 pm | 4 – 5 pm | 6 – 7 pm | 6:30 – 7:30 pm | 7 – 8 pm | 8 – 9 pm |  |
| 9 – 10 am |  | 12 – 1 pm | 2 – 3 pm | 3 – 4 pm | 4 – 5 pm | 5 – 6 pm | 7 – 8 pm | 7:30 – 8:30 pm | 8 – 9 pm |  |  |
| 10 – 11 am | 9 – 10 am | 1 – 2 pm | 3 – 4 pm | 4 – 5 pm | 5 – 6 pm | 6 – 7 pm | 8 – 9 pm |  |  |  |  |
| 11 – 12 pm | 10 – 11 am | 2 – 3 pm | 4 – 5 pm | 5 – 6 pm | 6 – 7 pm | 7 – 8 pm |  |  |  |  |  |
| 12 – 1 pm | 11 – 12 pm | 3 – 4 pm | 5 – 6 pm | 6 – 7 pm | 7 – 8 pm | 8 – 9 pm |  |  |  |  |  |
| 1 – 2 pm | 12 – 1 pm | 4 – 5 pm | 6 – 7 pm | 7 – 8 pm | 8 – 9 pm |  |  |  |  |  |  |
| 2 – 3 pm | 1 – 2 pm | 5 – 6 pm |  |  |  |  |  |  |  |  |  |
| 3 – 4 pm | 2 – 3 pm | 6 – 7 pm |  |  |  |  |  |  |  |  |  |
| 4 – 5 pm |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |
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| **Session Time US** | **March 6** Monday | **March 7** Tuesday | **March 8** Wednesday | **March 9** Thursday | **March 10** Friday |
| 5 – 6 am |  |  |  |  |  |
| 6 – 7 am |  |  |  |  |  |
| 7 – 8 am |  |  |  |  |  |
| 8 – 9 am |  |  |  |  |  |
| 9 – 10 am |  |  |  |  |  |
| 10 – 11 am |  |  |  |  |  |
| 11 – 12 pm |  |  |  |  |  |
| 12 – 1 pm |  |  |  |  |  |
| 1 – 2 pm |  |  |  |  |  |
| 2 – 3 pm |  |  |  |  |  |
| 3 – 4 pm |  |  |  |  |  |
| 4 – 5 pm |  |  |  |  |  |

**Participant Criteria**

**Required**

* Mix of participants from the following 23 developing countries (6 from Asia and 6 from Africa, mix of countries, not more than 3 from the same country. If we can’t find enough participants from Asia and Africa, recruit from Americas)

|  |  |  |
| --- | --- | --- |
| **Asia** | **Africa** | **Americas** |
| Bangladesh | Burkina Faso | Brazil |
| Cambodia | Cameroon | Mexico |
| India | Ethiopia |  |
| Indonesia | Ghana |  |
| Nepal | Kenya |  |
| Pakistan | Malawi |  |
| Philippines | Nigeria |  |
|  | Rwanda |  |
|  | Senegal |  |
|  | South Africa |  |
|  | Tanzania |  |
|  | Uganda |  |
|  | Zambia |  |
|  | Zimbabwe |  |

* Must have proficient level of conversational English.
* Must use a desktop or laptop computer with speakers and microphone, Internet access and Chrome browser installed during the session
* A mix of participants working for at least four different kinds of employers (with a preference towards the top 4 in the list below; participants can indicate that their employer fits several of the categories below):
  1. Local NGO
  2. Private sector
  3. Education/ research
  4. Governmental/ state-owned organization
  5. Multilateral organization
  6. International NGO
  7. Network/ association

**Optional**

Demographics

* Mix of male and female
* Mix of ages
* Mix of education levels, but probably slightly skewed to people with a university degree

Professional

* Mix of local, national, regional or global focus in their work
* Mix of people working in the field versus mainly desk bound
* Mix of experience level in the sector

**Message to participants**

Subject line: A user experience study to improve the SuSanA platform

Dear X,

You are receiving this e-mail because you are from one of the Top-20 countries from the Global South who are members of SuSanA (Sustainable Sanitation Alliance). In addition to being from one of those countries, you have also made at least one post on our Discussion Forum. This is why we have selected you to receive this e-mail. In this e-mail we would like to ask you if you would consider being part of a panel of 12 SuSanA members to take part in an online User Experience Study?

We have tasked the User Experience Center at Bentley University, USA, to conduct this User Experience Study about the SuSanA online platform with the aim to improve the two websites. As part of this study, they are now recruiting a 12-person panel of certain types of SuSanA members to provide feedback about their experience with the SuSanA website by participating in an online one-hour usability study (your time will be compensated, see below).

The list below summarizes the details of the study. We hope you will consider taking part in our study.

* The study will be conducted for one hour at a time convenient for your during the time period 6 – 10 March, 2017
* You would need to be comfortable expressing yourself in English as during the one-hour session you will be asked to speak aloud about the experiences you are making with the website.
* You will be compensated for your time with a one-off payment equivalent to 50 US dollars in your local currency (paid via Western Union).
* The study will take place online and you will not be required to travel.
* You will be asked to actively use the website for an hour and provide verbal feedback about your experience (we will provide you with more detailed information on this one-hour session if you get selected to participate).
* During the session, you will need to use a desktop or laptop computer with speakers and microphone, Internet access.

If you are interested in being considered to participate, please complete this short 2-minute eligibility survey by following the link below. The reason for this initial eligibility survey is that we only need 12 people for our panel and we are looking for a mix of people from different countries, experience levels, employer types etc.

Here is the link to the survey. It will only take you 2 minutes to fill out.

[Survey Link]

If you have any questions or concerns, please don’t hesitate to reply to this e-mail. If you volunteer and you are selected, this is your opportunity to help improve the SuSanA website and to also earn the equivalent of 50 US dollars in your local currency while doing so! This might be the first time you get paid while volunteering your time for SuSanA. ☺

The information you provide in this survey and also during the study (if you are selected) will be kept strictly confidential and not be passed on to anyone else.

Oh and if you are wondering “Who is paying for this?” We are able to conduct this User Experience Survey thanks to a grant received by the Bill & Melinda Gates Foundation. Arno has explained the content of the grant here on the Forum: <http://forum.susana.org/component/kunena/10-announcements-regarding-susana/19454-sustainable-sanitation-alliance-receives-grant-of-27-million-to-further-develop-its-global-knowledge-platform>. You can also ask general questions about this study and the grant there.

Thank you for your time,

X

**Survey**

**Please remember: there are no right or wrong answers: we wish to recruit a mix of people (apart from the fact that in order to participate, you must be comfortable with expressing yourself in English)**

**Questions about your work** (note: there is no right or wrong answer, we are looking for a mix of people for our panel):

1. What type of organization do you work for? Select all that apply. (Recruit a mix)

First preference (Recruit a mix, if possible)

* Local NGO
* Private Sector
* Education/Research
* Government/State owned organization

Second preference (Recruit only if we don’t have enough participants from First Preference organizations)

* Multilateral organization
* International NGO
* Network/association
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Which of the following categories best describe the **focus** of your work (Check all that apply)? (Recruit a mix)

* Local
* National
* Regional
* Global
* Other

3. Which of the following categories best describe the **nature** of your work? (Recruit a mix)

* I work mostly in the field, directly with the communities
* I work mostly at an office at a desk without direct contact with the communities we serve
* Other

**Demographics** (Note: there is no right or wrong answer, we are looking for a mix of people for our panel)

4. In what country do you work? (Recruit 6 from Asia and 6 from Africa, mix of countries, not more than 3 from the same country. If we can’t find enough participants from Asia and Africa, recruit from Americas)

Africa

* Burkina Faso
* Cameroon
* Ethiopia
* Ghana
* Kenya
* Malawi
* Nigeria
* Rwanda
* Senegal
* South Africa
* Tanzania
* Uganda
* Zambia
* Zimbabwe

Americas

* Brazil
* Mexico

Asia

* Bangladesh
* Cambodia
* India
* Indonesia
* Nepal
* Pakistan
* Philippines
* OTHER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Hold this participant in case we don’t get enough participants from countries listed)

5. For how long have you worked in the Water, Sanitation and Hygiene (WASH) sector? (Recruit 50/50)

* Less than 10 years
* 10 years or more

6. The interview will be conducted in English. Which of the following statements best describes your level of English language conversational skills?

* I have great difficulty expressing my thoughts in English. (Terminate)
* I have basic speaking and comprehension skills in English, but it’s hard for me to fully express myself in English. (Hold this participant in case we don’t have enough fluent participants)
* I am not a native English speaker but am fluent in English and can easily express my thoughts in English.
* I’m a native English speaker.

7. What is your gender? (Recruit a mix)

* Female
* Male
* Prefer not to state

8. Which of the following categories includes your age? (Recruit a mix)

* 18 - 30
* 31 - 50
* Above 50

9. Do you have a University degree? (Recruit 50/50)

* Yes
* No

10. How often do you use the following web conferencing tools on your computer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Frequently, more than few times a month | Occasionally, less than once a month | Never |
| Skype |  |  |  |
| Google Hangouts |  |  |  |
| GoToMeeting |  |  |  |
| WebEx |  |  |  |
| Adobe Connect |  |  |  |
| Other |  |  |  |

**Information about how to contact you**

11. What’s your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

12. What’s your email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please reenter your email address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. What’s the best phone number to reach you at? (We might need to call you to coordinate logistics for the session, money transfer, etc) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for taking the time to answer these questions.

We will email you if we choose you to be on our panel of 12. If you don’t hear from us by 3 March, 2017, then you have not been selected. However, we thank you in any case for offering to volunteer for this. We will be sure to publish the results of the User Experience Study in about April on the SuSanA discussion forum!