

Moderator Guide: CPS School Profile Usability Test

Test Goal

Validate if users can **find, understand, and interpret** information about **Student Growth to Proficiency** on a CPS school profile page (Belmont-Cragin example).

1. Session Overview

- **Format:** Moderated usability test (remote or in-person)
 - **Length:** ~30 minutes
 - **Participants:** Parents/guardians, community members, and educators who may use CPS school pages
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2. Opening Script (2–3 min)

Moderator says:

“Thank you for joining us today! We’re testing a CPS school profile page to see how easy it is to find and understand key information.

We’re not testing you — we’re testing the website. Feel free to think out loud as you work through tasks. Your honest reactions — even confusion or frustration — are very helpful.

This session will take about 30 minutes. With your permission, we’ll record the screen and audio for research purposes only.”

Ask for consent (verbal or signed).

3. Warm-Up Questions (3–4 min)

Moderator asks:

- “Do you currently have children in school or have you used a school website before?”
 - “When you look for information about a school, what’s most important to you?”
 - “Have you ever used CPS’s website before?”
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4. Scenario Setup (1 min)

Moderator says:

“Imagine you’re a parent considering enrolling your child at **Belmont-Cragin Elementary**. You want to see how the school is doing academically and what this information means for your child.”

5. Core Tasks & Prompts (15–18 min)

Task 1 – Locate Key Information

- **Prompt:** “Where would you look on this page to see how students at this school are performing in reading and math?”
 - **Follow-up probes:**
 - “How easy or hard was it to find that section?”
 - “What made it easy/difficult?”
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Task 2 – Interpret the Data

- **Prompt:** “Look at the ‘Student Growth to Proficiency’ section. In your own words, what does this chart tell you?”
- **Follow-up probes:**
 - “Was there anything confusing about the chart?”
 - “Did you feel you had enough context to understand it?”