the promise of ODR
improve access to efficient and effective justice in court systems
70% of households have home internet access

75% of population uses the internet
greater accessibility
easy to use
speedy
less expensive
going to the courthouse
meeting with lawyers
missing work
obtaining childcare
locating reliable transportation
30% of households have NO home internet access
25% of population DOES NOT use the internet
rural America
low- & middle-income populations
isn’t that who access to justice initiatives are supposed to help?
variations in features and functionality need rigorously established causal links between system and impact
intervention designed to improve access to justice
desire to know
commitment to the methodology
volume
“There isn’t enough blame to go around, there’s only enough for you.”
equipoise
making things better
using an RCT to study ODR
it’s a must do
component parts
OUTCOMES?.....normally we just measure the height of the files!
and the survey says...
replicable
how long is this gonna take?
USABILITY TESTING AND ODR

What is it, why does it matter, and how it is done?
Our Team

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What is usability testing?
USER RESEARCH v. USER EXPERIENCE TESTING

**User Research**
Who is your audience, what are their pain points, what opportunities can you leverage to improve the process? What ideas might alleviate pain points and what does the audience think of those ideas?

**User Experience Testing**
Can people effectively use the thing you built, where are they getting stuck and how can you unstuck them?
UX Testing Tools

Early Stage Testing During Platform Design:
- Card Sort
- Tree Test
- Paper testing

Testing an Existing Platform:
- Observation
- Click tests
- A/B tests
- Survey tools
Observation-based testing

The most useful, powerful type of usability testing because you engage with real humans interfacing with your platform.
What does observation-based testing do?

- Tests the product with a representative set of users.
- Engages participants in attempting a realistic set of task scenarios.
- Collects behavioral and attitudinal data about what users do and say, how long it takes them to complete tasks and their satisfaction with the process.
Why does usability testing matter?
Want big impact?
USE BIG IMAGE.
X-Ray and Radiology? You are at the source! Here you will find hundreds of pages of X-Ray related accessories, parts, supplies, and equipment. Accessories from Lead Aprons to Lead Markers. X-Ray equipment including portables. Not to mention X-Ray parts. Be sure to keep checking back as our web design team is constantly updating the information on the current items and adding new products as they become available.

Search by Product Name, Brand Name, Stock Number and more!

Equipment
- Darkroom Equipment & Film Processors (15)
- Digital/DICOM/PACS Products
- Medical Equipment/Patient Care Equipment (9)
- Power and Exam Tables (2)
- Portable Radiographic (5)
- Radiation Survey Meters (7)
- Silver Recovery Systems (8)
- Film Viewboxes (29)

More products/complete listing......

Accessories
- Cabinetry & Storage (11)
- Cassette/CF Plate Storage, Transport, Viewing (17)
- Cassette/Film/Surgical/Case Carts (10), Exam Room Products (18)
- Film Caddy Cases, Cassette Holders, Post Boxers (2)
- Film Carriers, Wall Film Racks, Positioning Frames (11)
- X-Ray Markers (13), Sandbags, Stools (5), Table Pads
- Lead Protection Products, Aprons (71)
- Gloves (5), Mobile Barriers, Windows, Eyewear (4)
- Blockers
- Clear Barriers, Thyroid Collars, Gonad Protection
- Warning Signs, Ultrasound Accessories

More products/complete listing......
If people don’t like your website or can’t figure out how to use your website, they leave.
Why does usability testing matter for courts?
Eviction default rate in Pima County: 85%

Debt collection default rate in NYC: 70-94%

Those who enter the system confront a maze-like process that costs too much and takes too long ... courts lack any of the user-friendly support we rely on in other sectors ... [courts should] take all necessary steps to simplify the court-litigant interface.

Conference of Chief Justices, 2016 Call to Action
How can usability testing be applied to ODR?
1. Understand the socio-economic landscape

In the jurisdiction where the ODR platform will be used, what is the pre-ODR ecosystem, what are the business rules for the case type, how many cases of that type are filed, what is the case outcome data, etc.
2. Identify the user demographic

Who are the representative users of the ODR platform?
3. Identify the court’s research goals

Does the court want to improve initial engagement of the user? Ensure that cases are fully resolved?
4. Create a testing script

Include a set of scenarios and related tasks that engage the user with a specific research question, and that are worded neutrally so as not to lead the user (don’t lead the witness).
5. Run tests with representative users

Provide scenarios to representative users and take notes on the script during the test to capture qualitative data like what the user is thinking and the emotional response to the task, but also quantitative like success and failure rates, time spent to complete a task, and path taken/how many clicks a user needed in order to complete a task.
6. Analyze data and recommend changes

Analyze the data from tests with representative users and come up with a prioritized list of recommendations to improve the site.
7. Adjust and test again

Make changes to the site based on the recommendations, and test again.
Sample notetaker’s guide

Each user hears the same script and data is recorded in the same way for each test.

Credit: usability.gov
Results and recommended changes driven by the participant success rate, behaviors, and comments.

<table>
<thead>
<tr>
<th>Participant</th>
<th>Task 1</th>
<th>Task 2</th>
<th>Task 3</th>
<th>Task 4</th>
<th>Task 5</th>
<th>Task 6</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
<td>-</td>
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<tr>
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<td>-</td>
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</tr>
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<td>-</td>
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<td>✓</td>
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</table>

Success: 7 2 5 4 6 0
Completion Rates: 100% 29% 71% 57% 86% 0%

<table>
<thead>
<tr>
<th>Post-Task Overall Questionnaire</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean Rating</th>
<th>Percent Agree</th>
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</thead>
<tbody>
<tr>
<td>Thought Website was easy to use</td>
<td>1</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>3.9</td>
<td>92%</td>
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<tr>
<td>Would use website frequently</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td></td>
<td></td>
<td>4.2</td>
<td>85%</td>
</tr>
<tr>
<td>Found it difficult to keep track of where they were in website</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>2.1</td>
<td>8%</td>
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<tr>
<td>Thought most people would learn to use website quickly</td>
<td>5</td>
<td>8</td>
<td></td>
<td></td>
<td>3.6</td>
<td>62%</td>
<td></td>
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<tr>
<td>Can get information quickly</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>2</td>
<td></td>
<td>3.9</td>
<td>77%</td>
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</tbody>
</table>

Credit: usability.gov
What can you evaluate with usability testing?
• What language on the ODR platform maximizes parties’ engagement with the platform to resolve an court action?

• What language and what placement on the ODR platform increases the likelihood that a party will click on a link to information explaining the court process?

• What proportion of platform users upload documents after selecting instructions on how to engage with the platform?

• At what stage of navigating the platform is attrition highest and what attempted tasks result in critical errors where users are unable to complete the anticipated actions?
Questions?