

# Study Prompt & Interview Questions

## *Navigational Paradigms for Visual Stories*

The purpose of this study is to better understand how different navigational paradigms affect the consumption of data-driven visual stories and the overall story experience.

We will ask you to experience a visual story in two different settings: as a *stepper* and a *scroller*.

You will be asked to read a story in these conditions and provide your feedback after each chapter. We are utilizing a real-world story about machine learning created by Stephanie Yee & Tony Chu, broken up into three chapters. We will ask you to read this story as you normally would and provide your honest feedback on the different navigation paradigms.

### **Consent to Participate**

We do not anticipate any risk for taking part in this study. If you have any questions, complaints, or if you feel you have been harmed by this research please contact [RESEARCHER]. You can also contact the IRB if you have questions regarding your rights as a research participant.

This study should take less than 15 minutes to complete. Participation in this study is voluntary. You can choose not to take part. You can choose not to finish the questionnaire or omit any question you prefer not to answer without penalty or loss of benefits. Your participation or non-participation will in no way affect your employment with Microsoft. By continuing with this study, you are giving your consent to participate in this study.

Thank you for taking the time to participate in our study; we appreciate your cooperation.

### **Beginning the Study**

Read to understand the story, be comfortable, take it in hand or prop it up, we will ask for honest feedback, & I will be observing to take notes on the interactions

### **After Chapter 1**

Explain which navigation approach. Have reader complete front side of questionnaire.

“Please answer the following questions based on your experience reading the story. Feel free to fill in the bubble, check or mark the appropriate response.”

Continue to Chapter 2.

### **After Chapter 2**

Explain which navigation approach. Have reader complete back side of questionnaire.

“Please complete the following questions for the second approach, feel free to compare and change answers from the first approach as necessary.”

Then ask the questions below.

Continue to Chapter 3 in preferred approach.

1. Do you have a preference for a navigational approach?
  - a. No.
  - b. Yes, stepper.
  - c. Yes, scroller.
2. Why or why not? If not, does neither approach work well?

### **After Chapter 3**

1. After experiencing your preferred navigational approach again, do you still prefer it?
  - a. Yes.
  - b. No, the other approach is better.
  - c. No, either approach works.
2. Is there a navigation approach that would make you more likely to finish reading a story?
  - a. No.
  - b. Yes, stepper.
  - c. Yes, scroller.
3. Is there a navigation approach that distracted you from the content of the story?
  - a. No.
  - b. Yes, stepper.
  - c. Yes, scroller.
  - d. Yes, both approaches.

### **Wrap-Up**

Lastly, we simply require your name & email for remuneration. Thank you for your participation!

### **Questionnaire**

Please see the attached two-page questionnaire.

**Visual Stories**

How often do you read these kinds of visual data stories?

<input type="radio"/> never	<input type="radio"/> rarely	<input type="radio"/> often
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Were you familiar with this particular visual story?

<input type="radio"/> no	<input type="radio"/> yes
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I am knowledgeable in the field of machine learning.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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**Navigation Approach:** \_\_\_\_\_

I am familiar with this navigation approach.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I think that I would like to use the navigation approach frequently.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
---	--------------------------------	-------------------------------	-----------------------------	--------------------------------------

I found the navigation approach unnecessarily complex.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
---	--------------------------------	-------------------------------	-----------------------------	--------------------------------------

I thought the navigation approach was easy to use.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I thought there was too much inconsistency in this navigation approach.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I would imagine that most people would learn to use this navigation approach very quickly.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
---	--------------------------------	-------------------------------	-----------------------------	--------------------------------------

I found the navigation approach very cumbersome to use.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I think this navigation approach contributes to make the story more engaging.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I lacked control over the pace of the story with the navigation approach.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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**Navigation Approach:** \_\_\_\_\_

I am familiar with this navigation approach.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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I think that I would like to use the navigation approach frequently.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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**Both Navigation Approaches**

Navigational approaches have no significant impact on the story reading experience.

<input type="radio"/> strongly disagree	<input type="radio"/> disagree	<input type="radio"/> neutral	<input type="radio"/> agree	<input type="radio"/> strongly agree
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