# UIL EXERCISE - Debriefing template

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| Moderators |  | Date |  |
| Media of interview | online via \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  in person  by phone | Recorded? | No  Yes |

Introductions for the workshop

The workshop is composed by two main parts, it should last around 60 minutes:

1. The first part analyses some general icons you can find digital mobility apps and is meant to make participants reflect on ambiguity of meanings and use of these icons. And prepare them to the main part of the workshop. (20 min)
2. In the second part participants analyse and discuss icons in the context of one application related to the pilot. They discuss their interpretation of icons, and what to expect from their use. (40 min)

If you decide to use the Miro dashboard ([View only version](https://miro.com/app/board/uXjVODPVNJY=/)), get familiar and let users get familiar with the online board interaction before the meeting. Remember to collect some basic information concerning participants in the table provided in this template, i.e.: gender, age, category (end-users or user representative). Inform participants about your data treatment policy and GDPR rights.

**Roles and rules**

MODERATOR -> this person will guide the exercise by triggering discussion. The objective is to collect participants ‘open thoughts about icons' role while using the app.

* before starting, notify participants about the total time available for each discussion point/question;
* try to always collect at least three (3) different voices for each discussion item/question;
* involve those who speak less by inviting them directly "would you like to add you comment" "we'd love to hear what is your opinion about", etc..;
* find the right balance between giving all kinds of persons all the time they need to speak out their minds and letting people take the time of others, let all voices be heard.
* avoid influencing participants with your opinions or in-depth explanations about the app
* do not change open questions into yes/no questions.

READ TO PARTICIPANTS:

"The exercise we are going to present here is intended to collect your intuitive and immediate feedback about visual icons (also called pictograms) used by most digital mobility applications to support fast comprehension of information and inform about available actions. The objective is to let end-users evaluate the accessibility and inclusivity of icons' design. You will be asked to think about the meaning of pictograms that are included in this pilot app's screens. Focus on your own experience and be bald: if you don't understand the digital world it's not your fault, it's technology that needs improvements. There are no rights or wrongs. You are the expert!"

NOTE-TAKER -> this person will take care of writing down all comments (that can be synthetized). This should be done preferably by directly filling this debriefing template to systematize collection of feedback and easily draw conclusions after the workshop. Note down who is answering [role, organisation, target audience] and add a numerical code to each participant, without specifying their name/surname, in order to protect their privacy.

TIME-KEEPER inform the moderator about minutes left for discussing the item (e.g. 3 minutes left). You can choose inclusive ways to do the time-keeping, for example using simultaneously a ring-tone and showing a card on screen with a clock and writing in the meeting chat. Don't be shy, interrupt when time is up!

UIL EXERCISE - FIRST PART

**HOW TO | GUIDE**

This template is meant to be used as a track, thus it provides a sample selection of icons/pictograms that can be analysed using this toolkit. Use the related Miro Board ([view only version](https://miro.com/app/board/uXjVODPVNJY=/)) or any other method/process to propose different icons to participants. You can select common icons in the INDIMO icons catalogue or independently select different ones from the world wide web archives or icons from your own design]

**ABOUT ICONS EVALUATION**

When you start, leave only left screen visible. Please start with Step 1 of the exercise and follow the following guidelines during the exercise:

**1) LEFT SCREEN - Step 1**

* With no further introduction, ask participants to choose one icon and shortly describe the meaning in their words (1 MINUTE EACH); *(you can choose your own set of icons to be analysed/compared/commented)*
* Collect at least one answer for each icon;
* Do not comment or let others comment about given answers;
* When finished, reveal the following screen.

**2) CENTRAL SCREEN - Step 2**

* After Step 1, if you use the online Miro board, select the red image covering the screenshot and delete it or move it to the side to show the new icons to participants. Otherwise, just move to the next slide;
* Let participants read the most common meanings/uses of the icons. Give them one minute to think about other pictograms used to issue the same message/provide similar information;
* Collect short answers in 5 MINUTES, it's good but not necessary to find a match for each icon;
* When finished, reveal the following screen.

**3) RIGHT SCREEN - Step 3**

* On the Miro board, select the red image covering the screenshot and delete it or move it to the side to show the new icons to participants (if you are using paper boards, you can structure the exercise using paper covers to hide pictograms)
* Let participants comment for at least 5 minutes and solicit them to relate about the proposed equivalent pictograms.

Workshop questions.

Please, include notes concerning how the workshop has been carried out, pointing out difficulties, misunderstanding, notes “on the margins”…

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| STEP 1 | Questions and Notes |
| Immagine che contiene testo  Descrizione generata automaticamente | 10 MINUTES - Please, name and describe the meaning of each presented pictogram in your words.  According to your experience, what does this symbol/icon mean or what actions does it trigger in a digital application? |

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| STEP 2 | Questions and notes |
|  | 5 MINUTES - Your meanings have been added to the most used ones. Are there other pictograms you've seen used to issue the same message? |

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| STEP 3 | Questions and notes |
| Immagine che contiene testo, orologio  Descrizione generata automaticamente | 5 MINUTES - Here some examples, who would like to comment? Do you think they are equivalent? |

SECOND PART

**HOW TO FOR MODERATORS**

**ABOUT APP SCREENS**

* Do not introduce the app or the screens verbally, let participants guess and gently guide them through it.
* Answer to questions as they rise. Ensure there is a person who answers as "expert" of this app. When answering, take the minimum time required, be straight and don't linger around details.

**ICONS QUESTIONS**

Let participants know that ideally each question includes:

* 1 minute of silent observation
* 3 minutes for 3 answers
* 1 minute extra as buffer time

Collect 3 answers for each icon, giving 1 minute each respondent to speak. Be clear about time.

Plan with some extra buffer time, it will be good to have it during the final steps or in case of any inconvenient.

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| Screenshot of reference | Questions and Notes |
| Immagine che contiene testo, elettronico  Descrizione generata automaticamente  **EXAMPLE SCREENSHOT OF WELCOME SCREEN** | ICON 1: …………….  5 MINUTES: In this app context, by clicking on this icon, what do you expect to happen? What information do you expect to appear? |
| Immagine che contiene testo, elettronico  Descrizione generata automaticamente  **EXAMPLE SCREENSHOT OF INTERNAL SCREEN**  MODERATOR -> trigger discussion relating with the initial exercise about general mobility icons | ICON #1: …………  5 MINUTES: This is the screenshot that appears after clicking on the previous icon #1. Please comment around your expectations and actual contents provided.  ICON #2: ……..  5 MINUTES: In this app context, by clicking on this icon #2, what do you expect to happen?  ICON #3: ………*[add as many screenshots/icons as needed to analyse your app to an acceptable extent]* |
| **EXAMPLE SCREENSHOT OF SETTINGS SCREEN**  MODERATOR -> trigger discussion with findings from recommendations (e.g. custom walking speed)  relate to the "disabled" icon and comment (what about other permanent, temporary or situational impairments?) | This is the …………. screenshot.  5 MINUTES: What other information would you like to be included here?  5 MINUTES: What additional information attached to the icons is helping you or would help you in understanding their meaning?  ADDITIONAL QUESTIONS ABOUT THE WHOLE DIGITAL APPLICATION INTERFACE  (if there is time):   * to what extent were you able to identify essential information? * what is the least intuitive step or action you can perform? |

MIRO Screenshots

If you used MIRO for annotating answers from participants and you think that might be relevant to report the graphical answer, please insert below here screenshots from MIRO Board

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| Screenshot | Description and comments |
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Participants’ Data

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| # | Gender | Category (end-user, stakeholder, user representative[[1]](#footnote-2), etc…) | Age | Additional Comments |
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Final comments:

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1. In the case of user representatives, please specify the type of stakeholders [↑](#footnote-ref-2)