

Testing content with kin caregivers

January 30, 2025

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Today's agenda

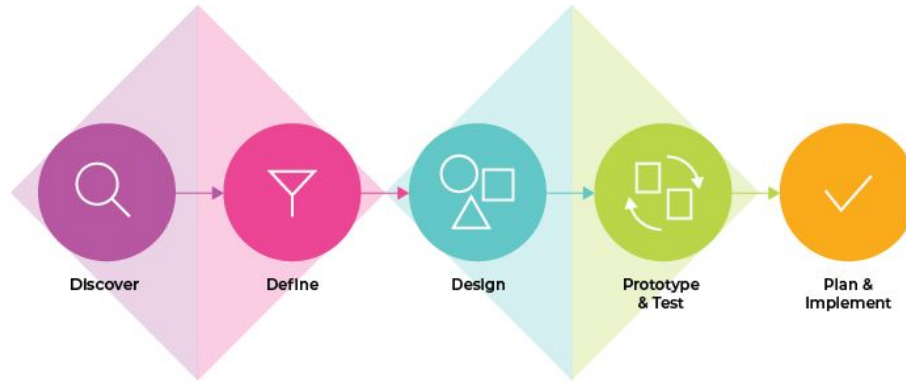
1. Why test with kin?
2. How to do it
3. Q&A
 - The kin experience
 - WA DCYF's perspective

Why test with kin?

Why test with kin?

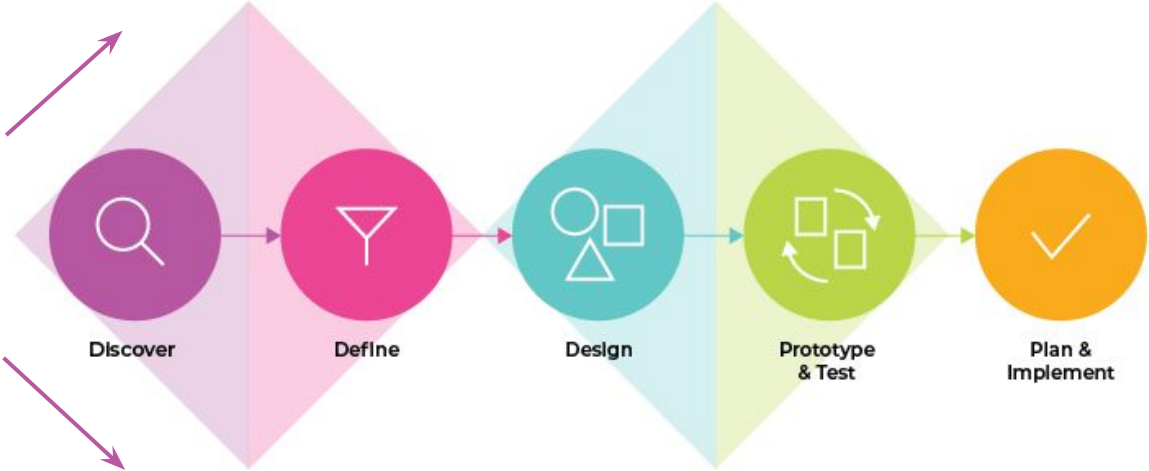
User testing and human-centered design

Testing is the industry standard in human-centered design



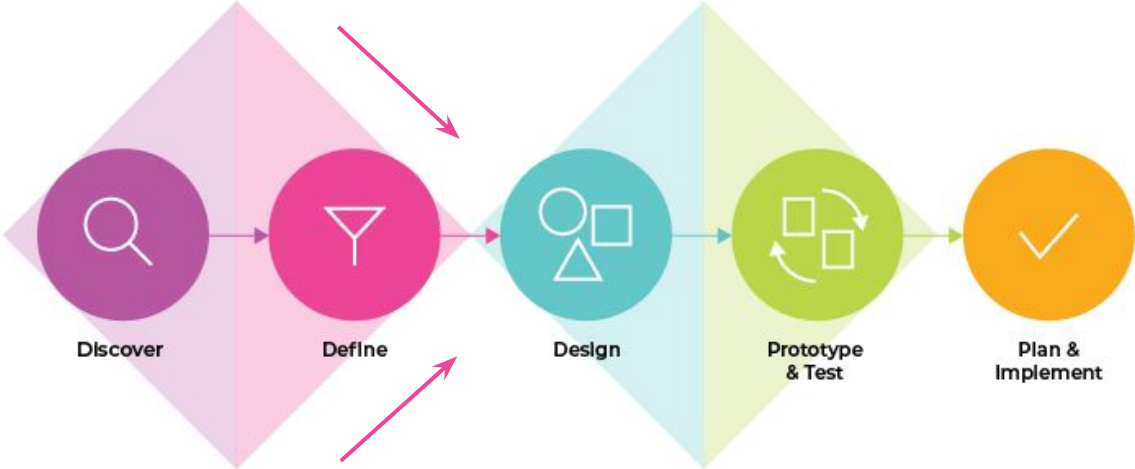
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Why test with kin?



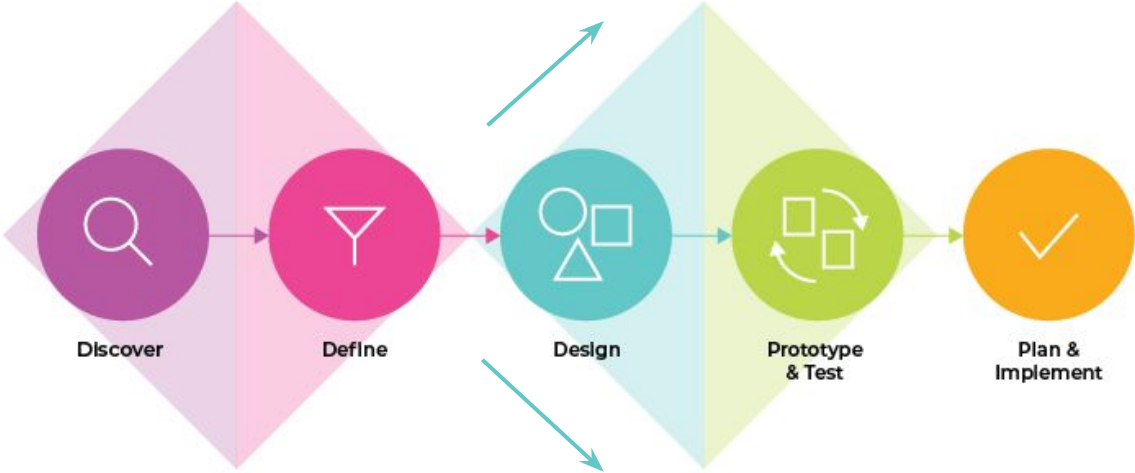
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Why test with kin?



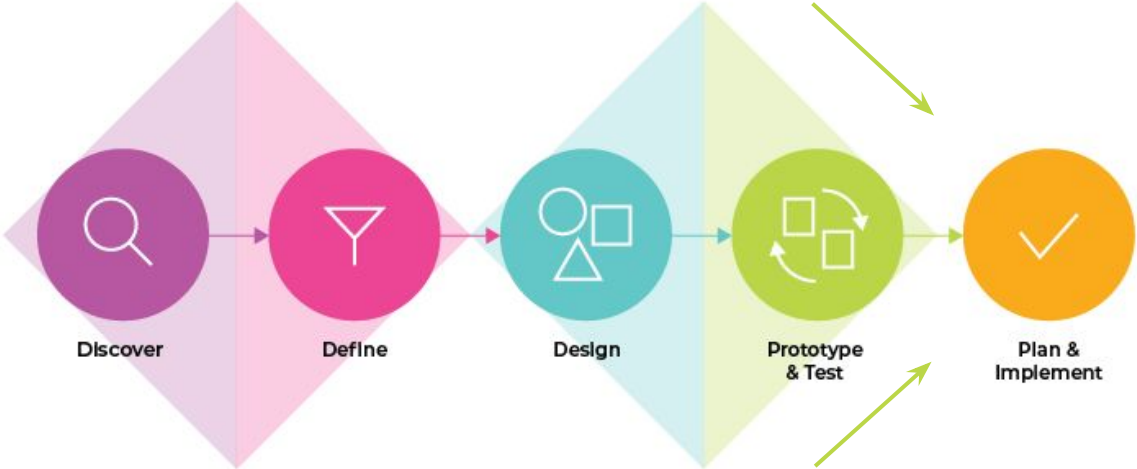
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Why test with kin?



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Why test with kin?



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Why test with kin?

Testing earlier with fewer people is better



Tested products are better products

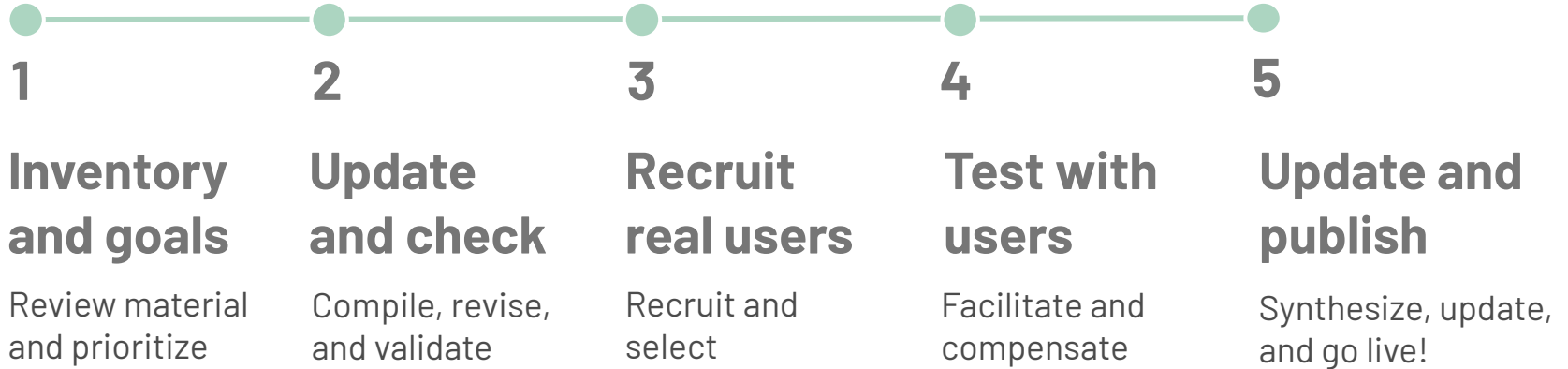
- Testing allows us to learn from lived expertise
- Testing allows us to simulate real use cases early
- For child welfare, this is also a chance to heal public trust

How to do testing with kin

Problem statement

Kinship caregivers need plain language information to quickly understand their new roles as caregivers.

One approach



1. Inventory and goals

- Explore what already exists, make corrections or edits
- Identify what content is valuable for kinship caregivers and what else they want the material to include
- Set narrow, achievable goals

2. Update and check

- Reproduce, adapt, and revise material
- Check for accuracy with experts
- Then check for plain language
- Hemingway Editor or another tool can help!

A screenshot of the Hemingway Editor interface. At the top, there are three tabs: "Write", "Edit", and "Feedback". Below the tabs, the "Readability" section shows "Grade 6" and "Good." with a small icon. The "Words: 852" section includes a "Show more stats" dropdown. Below these are four colored boxes with statistics: a red box for "0 of 82 sentences are very hard to read.", a yellow box for "8 of 82 sentences are hard to read.", a green box for "Find grammar and spelling issues with Editor Plus." with an "Upgrade" button, and a blue box for "9 weakeners." with a "View details" link. At the bottom is a purple box for "5 words with simpler alternatives.".

Write Edit Feedback

Readability ⓘ ⓘ

Grade 6
Good.

Words: 852
Show more stats ▾

0 of 82 sentences are very hard to read. ⓘ

8 of 82 sentences are hard to read. ⓘ

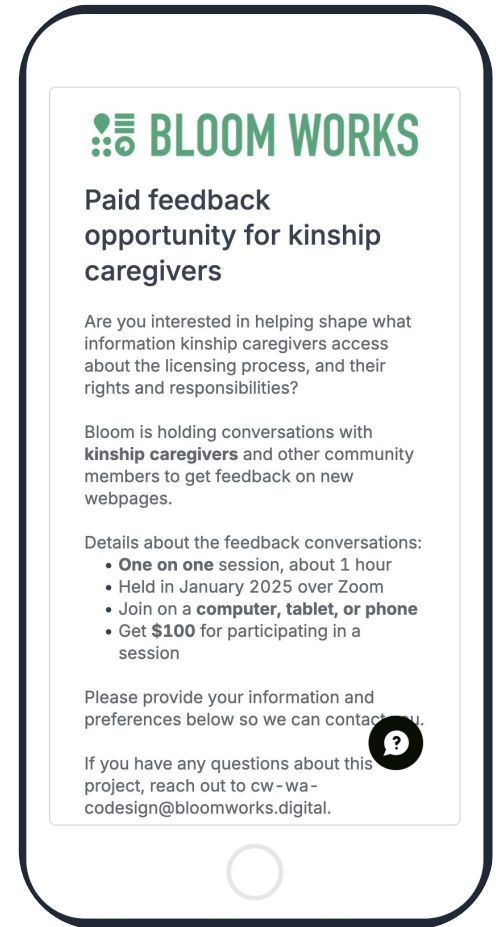
Find grammar and spelling issues with Editor Plus.
Upgrade

9 weakeners. ⓘ
[View details](#)

5 words with simpler alternatives. ⓘ

3. Recruit real users

- Set recruitment goals
- Select for specific experiences
- Collect relevant info for selection
- Offer compensation - the standard is \$100 - \$150 per hour



4. Test with users

- Follow a loose script that meets your goals
 - Test clarity and usability
 - Surface insights and preferences
- Test in a format that works for users
- Let kin lead the conversation



Resist defending choices or answering questions

5. Update and publish

- Analyze, keep track of suggestions, synthesize
- Make updates and edits
- Publish! 🎉
- Report back out to your participants



Get ready to repeat and iterate

Q&A

Opening questions

- Sylvia, How did it feel to participate?
- Renatta, What surprised you in the feedback?



Raise your hand using the Zoom function, come off mute, or write your question in the chat!

Thanks!

Contact me: s.ronen@bloomworks.digital