

# CPM Interview Question Staging

## User Testing Scenarios

### Staging for User Testing Scenarios

Title	The Acme Catalog	ID	
Description			
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario	For all incoming requests to 'www.acme.com', replace the URI with 'http://www.acme.com/img/coyote.jpg'.		
Conditions	Match <u>all</u> of the following conditions: <ul style="list-style-type: none"><li>• http-host is 'www.acme.com' at request</li></ul>		
Actions	<ul style="list-style-type: none"><li>• Replace http-uri with 'http://www.acme.com/img/coyote.jpg'</li></ul>		
Variations			
Notes			

Title	Getting A-Head With CPM	ID	
Description	For all GET requests, insert a new header named 'foo' with the value 'bar'.		
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario	For all GET requests, insert a new header named 'foo' with the value 'bar'.		
Conditions	Match <u>all</u> of the following conditions: <ul style="list-style-type: none"><li>• http-method is 'GET'</li></ul>		
Actions	<ul style="list-style-type: none"><li>• Insert http-header named 'foo' with value 'bar'</li></ul>		
Variations			
Notes			

Title	Two Rule Minimum	ID	
Description	Forward all incoming requests from the United States of America to the Virtual Server '/Common/HTTP_vs1'. For all other traffic, create a log entry reading: "Did not match Geo. IP".		
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario			
Conditions	<ol style="list-style-type: none"><li>1. Match <u>all</u> of the following Conditions:<ul style="list-style-type: none"><li>• Geo IP country code is 'us'</li></ul></li><li>2. Any traffic</li></ol>		
Actions	<ol style="list-style-type: none"><li>1. Forward to virtual server '/Common/HTTP_vs1' at request</li><li>2. Log 'Did not match Geo IP.'</li></ol>		
Variations			
Notes	<p>This scenario will require the use of two rules – the numbered list in the Conditions and Actions sections denote the different rules for the particular sections.</p> <p>The 'first match' strategy should be used in this scenario.</p> <p>The title needs updating. It should not imply that two rules are needed to complete the scenario.</p>		

Title	Tcl Me Elmo	ID	
Description	Redirect all traffic to the secure HTTPS protocol using a Tcl expression.		
Author(s)	Nick Pappas	Owner(s)	Nick Pappas

Scenario	
Conditions	<ul style="list-style-type: none"> <li>Any traffic</li> </ul>
Actions	<ul style="list-style-type: none"> <li>Redirect to location 'tcl:https://[HTTP::host][HTTP::uri]'</li> </ul>
Variations	
Notes	<p>apply to unsecure HTTP VS</p> <p>TCL expression would redirect HTTP with HTTPS</p>

Title	My Affiliate Cookie	ID	
Description			
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario	When receiving an 'image/' request from 'my-affiliate.com', insert a cookie named 'MyAffiliateCookie' to the current time.		
Conditions	<p>Match <u>all</u> of the following conditions:</p> <ul style="list-style-type: none"> <li>http-referer contains 'my-affiliate.com' at request</li> <li>http-header 'Content-type' starts with 'image/'</li> </ul>		
Actions	<ul style="list-style-type: none"> <li>Insert http-set-cookie named 'MyAffiliateCookie' to 'tcl:[clock format [clock seconds] -format %H:%M:%S]</li> </ul>		
Variations			
Notes	I don't think we should have a Tcl expression early in the process, at least not a complex one. Maybe the action should just be to set the cookie to a static string?		

Title	Simple Nesting	ID	
Description			
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario			
Conditions	<p>Match <u>all</u> of the following conditions:</p> <ul style="list-style-type: none"> <li><u>Any</u> of the follow conditions are met: <ul style="list-style-type: none"> <li>http-host host ends with '.yahoo.com' at request</li> <li>http-host host ends with '.yahoapis.com' at request</li> </ul> </li> <li><u>Any</u> of the following conditions are met: <ul style="list-style-type: none"> <li>http-referer starts with 'http://screen.yahoo.com/' at request</li> <li>http-referer starts with 'http://video.search.yahoo.com/' at request</li> </ul> </li> </ul>		
Actions	<div style="border: 1px solid yellow; padding: 5px; margin-bottom: 5px;"> <p>This is the current action used for PEM, another more complex action set should be written.</p> </div> <ul style="list-style-type: none"> <li>Classify as /Common/yahoo_screen under ___ using http at request.</li> </ul>		
Variations			
Notes	This nesting set is directly supported by the backend and could be presented in the "read only" version of the nested condition builder.		

Title	Flip of the Switch	ID	
Description			
Author(s)	Nick Pappas	Owner(s)	Nick Pappas
Scenario			

<b>Conditions</b>	Match <u>any</u> of the following conditions: <ul style="list-style-type: none"> <li>• http-referer host ends with '.admedia.com'</li> <li>• ... '.adnxs.com'</li> <li>• ... '.brilig.com'</li> <li>• ... '.casalemedia.com'</li> <li>• ... '.contextweb.com'</li> <li>• ... '.criteo.com'</li> <li>• ... '.crwdcntrl.net'</li> <li>• ... '.lijit.com'</li> <li>• ... '.localpages.com'</li> <li>• ... '.openx.net'</li> <li>• ... '.pubmatic.com'</li> <li>• ... '.rldn.com'</li> <li>• ... '.rubiconproject.com'</li> <li>• ... '.trafficyjunkie.net'</li> <li>• ... '.turn.com'</li> <li>• ... '.yieldads.com'</li> </ul>
<b>Actions</b>	
<b>Variations</b>	Match <u>all</u> of the following conditions: <ul style="list-style-type: none"> <li>• <u>Any</u> of the following conditions are met: <ul style="list-style-type: none"> <li>• http-referer host ends with '.admedia.com'</li> <li>• ... '.adnxs.com'</li> <li>• ... '.brilig.com'</li> <li>• ... '.casalemedia.com'</li> <li>• ...</li> </ul> </li> </ul>
<b>Notes</b>	This rule is designed to do highlight two things: <ol style="list-style-type: none"> <li>1. The different 'or' configurations being looked at (inline, list builder, and nesting)</li> <li>2. The ability to set the top-level match condition to 'any' (aka: 'or'). The rule can be constructed using a single nested condition, but that is not the ideal solution.</li> </ol>

<b>Title</b>	SPDY Buggie	<b>ID</b>	
<b>Description</b>			
<b>Author(s)</b>	Austin Hill	<b>Owner(s)</b>	
<b>Scenario</b>	Determine whether a client is using the 'Chrome' browser and specify SPDY as an alternate protocol available on port 123.		
<b>Conditions</b>	<ul style="list-style-type: none"> <li>• check HTTP user agent is chrome</li> </ul> <p>detect that we are dealing with a chrome browser</p> <p>do we need to detect if the header is not already set?</p>		
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Insert in response http header named Alternate-Protocol named with value 123:spdy/2</li> </ul> <p>add the header, from <a href="https://www.chromium.org/spdy/spdy-protocol/spdy-protocol-draft2#TOC-Server-Advertisement-of-SPDY-through-the-HTTP-Alternate-Protocol-header">https://www.chromium.org/spdy/spdy-protocol/spdy-protocol-draft2#TOC-Server-Advertisement-of-SPDY-through-the-HTTP-Alternate-Protocol-header</a> we might be able to use the following:</p> <p>To specify SPDY as an alternate protocol available on port 123, use:</p> <pre>  Alternate-Protocol: 123:spdy/2</pre>		
<b>Variations</b>			
<b>Notes</b>			

<b>Title</b>	Mobile First	<b>ID</b>	
<b>Description</b>			
<b>Author(s)</b>	Austin Hill	<b>Owner(s)</b>	
<b>Scenario</b>	Create a policy that determines whether a client is using a mobile device, and then redirect requests to the applicable mobile web site's URL.		

<b>Conditions</b>	<p>check if mobile device, a simple way of doing this (though not 100% full proof in the real world) is to check the User Agent for:</p> <ul style="list-style-type: none"> <li>• Android</li> <li>• IOS</li> <li>• iPhone</li> <li>• iPad</li> <li>• iPod</li> <li>• Symbian</li> <li>• BlackBerry</li> <li>• Opera Mini</li> </ul> <p>do we need to check if we are visiting a specific URL?</p> <p>assuming "device make" (replace appropriately, if not) is the correct sub section, we could do:</p> <p>Match <u>any</u> of the following conditions:</p> <ul style="list-style-type: none"> <li>• HTTP User Agent device make is Android</li> <li>• HTTP User Agent device make is IOS</li> <li>• HTTP User Agent device make is iPhone</li> <li>• HTTP User Agent device make is iPad</li> <li>• HTTP User Agent device make is iPod</li> <li>• HTTP User Agent device make is Symbian</li> <li>• HTTP User Agent device make is BlackBerry</li> <li>• HTTP User Agent device make is Opera Mini</li> </ul> <p>also, if we add a "full string" option to look at the complete user agent string (this currently isn't there, and we'd need to think about the name) it could look like this:</p> <p>Match <u>any</u> of the following conditions:</p> <ul style="list-style-type: none"> <li>• HTTP User Agent full string contains Android</li> <li>• ... (and the reset)</li> </ul> <p>We could request the user to use regular expressions too, which could be done one at a time or they could do it in one big long string:</p> <p>Match <u>any</u> of the following conditions:</p> <ul style="list-style-type: none"> <li>• HTTP User Agent full string matches /Android/i</li> <li>• ... (and the rest)</li> </ul>
<b>Actions</b>	<p>redirect traffic to the mobile URL - probably something like 'm.foo.com' will suffice</p> <ul style="list-style-type: none"> <li>• Redirect to location 'tcl::http://m.[HTTP::host]'</li> </ul>
<b>Variations</b>	
<b>Notes</b>	

<b>Title</b>	Two Rules in One	<b>ID</b>	
<b>Description</b>			
<b>Author(s)</b>	Nick Pappas	<b>Owner(s)</b>	Nick Pappas
<b>Scenario</b>			
<b>Conditions</b>	<p>Match <u>any</u> of the following conditions:</p> <ul style="list-style-type: none"> <li>• <u>Any</u> of the following conditions are met: <ul style="list-style-type: none"> <li>• http-host host ends with foxsports.com</li> <li>• http-host host ends with foxsportsshop.com</li> </ul> </li> <li>• <u>All</u> of the following conditions are met: <ul style="list-style-type: none"> <li>• http-host host ends with msn.com</li> <li>• http-referer host is msn.foxsports.com</li> </ul> </li> </ul>		
<b>Actions</b>	<div style="border: 1px solid yellow; padding: 5px; text-align: center;"> <p>This is the current action used for PEM, another more complex action set should be written.</p> </div> <ul style="list-style-type: none"> <li>• Classify as /Common/foxsports under ___ using http at request.</li> </ul>		

Variations	
Notes	This scenario would <i>requires</i> multiple rules, or multiple nested conditions. Scenario text should explicitly ask for it to be done in one rule.

## Interview Guidance

### When to Use One-on-One Interviews

- One-on-one interviews are a good choice if it is difficult to have people perform a task while being observed.
- It also helps to complete a picture of their perspective and ideas instead of just observing one or two interactions.

### Designing Interview Questions

#### Focus on the how

- How users think about the topic and purpose of the application.
- Word the question so it makes sense to the user.
- Seeking insight, not statistical significance.
- Want insight into how users are thinking, not a study on what they want.
  - "Tell me about the last time you \_\_\_\_\_"

#### Performance questions help generate more accurate data

- Specific accounts
- Actual behavioral event
- Concrete actions
- Avoid non-performance generalizations, opinions, request – except as openers.

### Creating Effective Interview Questions

#### Clear and unambiguously worded

- Avoid vagueness.
- Avoid combining multiple questions into one.

#### Answerable

- Avoid tricky wording (e.g., double negatives).
- Avoid being overly precise (e.g., the official label may not be how the user sees it).
- Avoid technical jargon, and use familiar concepts and vocabulary.
- Avoid encouraging answers that are not valid (e.g., include "not sure" or "not applicable" responses)

#### Inoffensive

- Avoid blaming or loaded questions.
- Avoid socially charged words
- Avoid talking down

#### Neutral

- Avoid leading questions.

### Focus of Interview

The main focus is to understand different tasks, task flows, dependencies, problems and opportunities in the task flow.

- Demographics: age, work profile, education, roles and responsibility, computer experience.
- How much knowledge does the user have with the domain?
- What are the different tasks the user might want to perform using the application?
- What would the user's task flow be? How would the user go about doing the tasks?
- What are the dependencies of the tasks?
- How do the users expect the application to interact?
- What terminology does the user have in mind?
- What are the required or necessary functions?
- What are the factors affecting the efficiency, effectiveness, and satisfaction of the user?

## Typical Interview Questions (Seeds)

The following are generic question outlines for adaptation (these are seeding questions, *not* final questions)

Things to know about the user	Questions to ask the user
Motivation	<ul style="list-style-type: none"> <li>• How important is this feature and why do you need it?</li> </ul>
Domain Knowledge	<ul style="list-style-type: none"> <li>• How much do you know about (domain name)?</li> </ul>
Task Flow	<ul style="list-style-type: none"> <li>• What are the most important and frequent tasks you need to perform with this feature?</li> <li>• How do you go about completing these tasks?</li> <li>• Do you consider this to be a difficult task?</li> <li>• Do you think a new user would have trouble learning this task?</li> </ul>
Problems and Opportunities	<ul style="list-style-type: none"> <li>• Have you used any alternative features to do these tasks before?</li> <li>• When was the last time you used this feature?</li> <li>• What did you like/dislike about the features?</li> </ul>
Usage Pattern	<ul style="list-style-type: none"> <li>• How much time do you spend in a week using this feature?</li> </ul>
Additional Needs	<ul style="list-style-type: none"> <li>• Are there ways that you can think of to make the system work better?</li> <li>• What suggestions do you have for making this feature a more useful tool for you?</li> </ul>