

Appendix B: Recruitment Email

Dear _____,

I'm contacting you to inform you about my current thesis project, in hopes that you may be willing to voluntarily participate in my research study. As a part of the requirements of my master's program, English with an emphasis in Rhetoric and Technical Communication, I am currently conducting usability tests to collect data for my project. This project has been approved by the EWU IRB, so I have full permission to conduct this study.

I chose to contact you specifically because you fit the criteria for my study:

- 18+years or older
- Have Spanish as your first language (Spanish-speaking), and
- Are of Latino/a descent.

I would like to invite you to meet with me, at your convenience, on campus for approximately an hour for a usability test. The usability test will be audio-video recorded, through a software called MORAE, as you explore a website. During this usability test, I will be asking you to navigate through a website to locate specific information, based on the five tasks that I provide you with. This usability test is in no way testing your knowledge or ability to perform a certain way, I just want to observe the way you interact with the website. I am testing the website, not you, so do not be concerned about your capabilities to get the "correct answer," as there is none.

If you are able, and willing to participate, please email me back at rrosos@ewu.edu or text/call me at 509-881-7858 so we can set up a day and time for us to meet and set the test up. The location will be on campus, in 211-D Patterson Hall.

If you have any questions or concerns, feel free to contact me and I will answer to the best of my ability. I look forward to hearing back from you soon.

Regards,

Raquel Ramos