



Usability Test Plan

Team Members

Griffin Dotson
Marco Garcia
Trang Pham
Liz Stone

Overview

A usability test is conducted in order to identify any functions or designs of the current website that can cause either complications or confusion for users visiting the website.

[Jakob Nielsen](#) identified 5 quality components that we will be using as gauges:

1. **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
2. **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
3. **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
4. **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
5. **Satisfaction:** How pleasant is it to use the design?

In addition to understanding the PCC website from a user's perspective, this exercise will also deepen our team's overall understanding of usability research methods.

Research Questions

Usability testing helps us learn how users are actually using the website. By watching users navigate the site and attempt to accomplish specific tasks, and by employing Jakob Nielsen's 5 quality components as guidelines, we will seek to answer the following questions:

- Are the groupings of pages logical?
- Are the labels of pages understandable?
- Is the navigation usable to the user?
- Is the copy clear, concise, and relevant?
- Are the calls to action clear to achieve business goals?

- Does the page format lend itself to clear organization and streamlined design?
- Do the applications function?

Target Audience Info

Ideally, we would enlist primary and secondary users—such as vendors, food banks, avid cooks and grocery shoppers—as participants in this test, but due to time constraints, our participants will be our colleagues directly from our ITC 298 class who are likely to be grocery shoppers and maybe even avid cooks.

Methods

In this exercise, we will be conducting individual usability testing sessions with no fewer than 8 participants. We will be recording the sessions using Google Hangouts and YouTube. A member of our team will serve as both moderator and observer and will take notes as the participant attempts the tasks.

We will begin by greeting the guests and briefing them on the exercise as well as the goals of the test. The briefing will attempt to allay any concerns that the participants themselves are being tested. The participants will be given a consent form to sign and they will be asked to complete a pre-test questionnaire.

Next the participants will be sat at a computer with a list of tasks to attempt to complete on the website. The tasks were chosen to be representative scenarios a common visitor to the website might attempt. As the participant works through the tasks they will be employing the Think Aloud Protocol. This involves the participant verbally walking the moderator through their thought processes as they work through the tasks.

Once the tasks are completed, the participants will be debriefed. The moderator will then interview the participants asking them about their experience—allowing them to elaborate on errors or frustrations as well as their overall subjective experience. They will then be given a post-test questionnaire. After the questionnaire the participants will be thanked for their participation and released back into the wild.

Logistics

The Usability Test will be completed in Seattle Central's room BE 3151 from 1–3:15 pm. Participants will be seated at one of the classroom computer stations while a moderator sits nearby observing and taking notes.

Tasks

From our Heuristic Analysis, we attempted tasks for two scenarios:

Scenario 1 - Grocery Shopper

User Tasks

1. Find Gogurt
2. Find his closest location

Scenario 2 - Enthusiastic Cook

User Tasks

1. Find a vegetarian Indian curry recipe, comment on the recipe, and add recipe ingredients to a shopping list.
2. Find an Indian cuisine cooking class, learn about signing up for the class, then enroll in the class.

For our Usability Test, we will focus on Scenario 2. Scenario 1 seemed too simple to achieve and didn't fully address a large enough navigation through the architecture of the site. Scenario 2 is more involved, utilizing multiple functions of the site.

In addition, we changed some details of the tasks. When performing the above tasks, we noticed that the Indian cooking class offered by PCC had been cancelled. Therefore we changed the search to: find an Italian cooking class.

We also had too many 'sub-tasks' for each listed task. In order to streamline the test, we simplified the structure of the tasks:

Scenario - Enthusiastic Cook

User Tasks

1. Find a vegetarian Indian cooking recipe
2. Add the recipe ingredients to a shopping list
3. Find a Italian cuisine cooking class
4. Find the address of the location for the class
5. Register for the class

Some of these tasks require a log-in. From our own testing, we found that the log-in procedure would add too much time for our study constraints and wouldn't address the core functionality of the site. Therefore, we will provide participants a dummy log-in to perform these tasks.

Data Collection and Reporting

During our observations, we want to isolate key points of distress as the participant goes through the tasks. We will use the following metrics to catalogue the type and severity of usability issues:

Task Completion Success Rate

Our study will have a total of 8 to 10 participants attempt our list of tasks. For each task, we will note how many participants are actually able to complete the task. Then, we will take an average of the task completions to calculate the success rate.

Time on Task

A measurement of how long each task takes.

Errors

We have defined that an error is a point in the workflow where a participant clicks on the wrong link and is required to backtrack. This metric will give us a sense of the intuitive nature of the labeling and the current information architecture, and will determine how much the participant is required to re-learn the information on the site.

Overall Impressions

Through pre-test and post-test surveys and interviews, we will get a more subjective opinion from the participants. We will be able to determine general impressions of the participants' feelings towards the site and spot trends in thinking throughout the process. Verbiage of the participants and certain quotations may shed light on information that isn't immediately found in objective metrics.