Testing Protocol

1. Intended outcomes

The intended outcome of this test is to ensure that it functions in a user-friendly manner, the problem that the brand aims to solve is clear, and the visual identity resonates with the user facilitating their user experience.

Moreover, we want to uncover any major issues and shortcomings that may cause our users to quit using our website. The testing is conducted using the formative testing method as we aim to find points of improvement.

2. Profile of the participants

The profile of the test participants is within the scope of our target audience which is hard rock fans looking for a community and events of the genre in Breda, the Netherlands. Their age is between 28-32 years old of any gender. The recruitment strategy is through social media and dissemination.

3. Context of testing

For the context of this test, the users are going to test the high-fidelity iteration of the website prototype on a laptop and smartphone for ultimate results on responsiveness and user experience.

The surroundings are quite, the same as the supposed environment and context of the user when they are using our website - when they are at home looking for an activity or event to go to.

The task list we provide the test participants is based on the most likely scenarios in which they would use the website. The tasks aim to uncover information on our intended outcomes, test the efficacy of our problem statement solution, test the main features and user interface elements of the website, and the overall navigation flow.

4. Test cases

   4.1. Task: Join a community from a page different from the homepage.
   4.2. Task: Find the events happening in August.
   4.3. Task: Visit the brand's Instagram page from the website.
   4.4. Task: Send us a message through the website.
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5. Test findings and recommendations.

After conducting the tests, we found that all the needed buttons work on laptop and phone and it's clear what needs to be done for a task to be completed. You can easily join the community from every page on the website. It is also easy to see what are the coming-up events.

A recommendation that the users made on the laptop prototype is to make the home button clearer as now it is not entirely clear that the home button is the logo. For instance, when they go to the *About Us* page it is initially confusing for them how to get back to the home page. It takes them time to realize you have to click on the logo in the top left corner.

For the phone prototype, a recommendation was to make the first *Join the Community* button more visible as the red background almost covers it up and becomes not very visible which hurdled the completion of the task.

6. Suggestions for improvement.

After conducting the tests, suggestions for future development were proposed. The users mentioned that when they click on an event, they expect either a pop-up page or another UI feature that provides more information. Another suggestion is to add a calendar with an overview of all events in the coming months. Moreover, some participants mentioned that they would love a button that automatically adds an event to their Google or iPhone calendar. Finally, after the brand launches and expands beyond the borders of Breda, the participant wanted to see a gallery page with pictures of what the events and the community are like. Moreover, when the communities develop in different towns in the future, they would love to have a drop-down menu with locations and the events happening in each town separately or they would like to have a log-in option where they would select their location and get events only about their local area.

7. Conclusion

Overall, based on the Quesenbery theory of *Balancing the 5ES of usability* (2004) the received feedback was positive and the users completed their tasks effectively. Major problems regarding the error tolerance, or user engagement of the prototype did not occur. A slight issue occurred in terms of ease of learning with the clear distinction of the home button.

Overall, the test was successful as the website proved to be user-friendly and functional. Furthermore, the test participants provided insightful feedback for improving the interface,

Considering the positive feedback, the intended outcomes were fulfilled, as the test sessions went effectively and efficiently, with very minor issues and aesthetic considerations.