

## **Usability Test Protocol**

Rimas Music Mobile Application

October 24, 2024

1. Test Scope

Version 1.0

This usability test evaluates the core functionality and user experience of the Rimas Music mobile application, focusing on:

- User onboarding and account creation
- Music discovery and navigation
- Playback controls and player interaction
- Artist profile exploration
- Purchase completion process

#### 2. User Recruitment

#### **Target Participants: 5 Users**

- Age range: 18-45 years old
- Regular users of music streaming services
- Mix of iOS and Android experience
- Interest in Latin music
- Various levels of Spanish language proficiency

#### Demographics

- 2 users: 18-25 years
- 2 users: 26-35 years
- 1 user: 36-45 years

#### Language Skills

- 2 Bilingual users
- 2 English-only users
- 1 Spanish-only user

#### 3. Test Objectives

#### What are we proving?

- Navigation efficiency and intuitiveness
- Content discovery effectiveness
- Playback control usability
- Multilingual support effectiveness
- Purchase flow clarity

### 4. Success Metrics

### **Quantitative Metrics**

Task completion rate (target: >85%)

Navigation depth (max 3 levels)

- Time on task (<30 seconds per core action)
- Error rate (<2 per task)

### **Qualitative Metrics**

- User satisfaction (1-5 scale)
- Perceived ease of use
- Feature comprehension
- Likelihood to recommend

### 5. Test Instructions

### Test Flow:

- 1. Introduction and setup (5 minutes)
- 2. Task scenarios (20 minutes)
- 3. Post-test interview (5 minutes)

### Core Tasks:

- 1. Create a new account
- 2. Find and play specific music
- 3. Navigate to artist profiles
- 4. Use playback controls
- 5. Complete a purchase

### 6. Introduction Script

"Welcome to the Rimas Music usability test. Thank you for participating in our research today. We're testing a new music streaming app focused on Latin music, and we'd love your honest feedback. A few important points: - This is a test of the app, not you - Please think aloud as you work - Your honest feedback helps us improve - You can stop at any time Do you have any questions before we begin?"

# 7. Conclusion Script

"Thank you for participating in our usability test today. Your feedback is invaluable and will help us improve the Rimas Music experience for all users. - We'll process your compensation within 24 hours - Please feel free to reach out with any additional thoughts - Would you be interested in participating in future tests? Thank you again for your time and valuable input!"

Confidential Document