

Problem Statement:**Persona:**

1. Stephen Curry's fans that are finding a fans community
2. New NBA audience that are interested in Stephen Curry and want to know more about him;

Pain points:

1. Professional and stats-focused performance is hard to comprehend for a new NBA audience;
2. (For new NBA audience) Hard to get to know an NBA basketball star comprehensively with a general introduction in basketball professional website;
3. (For Stephen Curry's fans) To update news and games about Curry needs to go through different websites, time cost.

Needs:

1. To gather different types of data including words, videos, pictures about Stephen Curry;
2. To update content of SC in the future including news, brief game stats and videos.

Objectives:

1. To display SC's career, playing style and personal life in a multimedia way;
2. To attract SC's fans and stick them to this fan's community;
3. To convert SC's fans to customers that buy merch related to Curry through our recommendation.

USABILITY TEST PLAN DASHBOARD

AUTHOR

CONTACT DETAILS

FINAL DATE FOR COMMENTS

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

TEST TASKS

What are the test tasks?

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

EQUIPMENT

What equipment is required? How will you record the data?

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

PROCEDURE

What are the main steps in the test procedure?



USERFOCUS



Dr David Travis @userfocus

THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it's my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

ATTEND A WORKSHOP

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<https://www.userfocus.co.uk/training/index.html>

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