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USABILITY TEST

FA16-IN-NEWM-N285: INTERACTIVE DESIGN:23367

CARNIVAL CRUISE LINE

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INTRODUCTION

So far we know that usability testing in summary is just a way to see how easy it is to use something by testing it with real users. Typically, users are asked how to complete a task or tasks. This is normally done while the user is being observed by a researcher. The researcher would see where problems and/or confusion are encountered in the process of the Usability Test. For now, our usability test will focus on planning/booking a trip with Carnival Cruise Line.

The Usability Test will walk through and test the user on how to book a vacation using the Carnival Cruise website on a mobile phone. The user won’t need to download an application for the test. The user will utilize their own mobile web browser on their mobile device. The website is very responsive and interaction so there should not be any issues. Giving the test I have already performed all of the actions that the user should take. The user will be informed prior to the start of the test that all results will be anonymous. Also if the user not at a comfortable place it will be easy for me to suggest hints and continue to evaluate the process.

Step 1: Planning The Usability test

* Defining what to test: **Using an online travel site to plan a vacation**
  + This usability test will be for booking a cruise on a Carnival Cruise website by utilizing your mobile device (Not an application)
  + On a mobile device access url: [www.carnival.com](http://www.carnival.com) to get started
* Define which customer should be tested: **Working Adults who love to travel**
  + Adults who don’t mind being out at sea for a given period of time.
* Define what task should be tested: **Goal will be booking a cruise.**
  + How to navigate the website?
    - We will go over: choosing you vacation along with the type of boat, date, itinerary insurance (optional) and payment
* Selected Participants: Instructor

**STARTING TEST**

Step 2: Conduction The Usability Test

**Accessing the Website and getting familiar with content**

*Note: while booking you may be prompted for a price protection package at any moment while booking. On a mobile phone you can accept by clicking on the modal or decline be returning to the previous page and moving forward again.*

**PRETEST QUESTIONS**

* Okay, so go ahead and Access your web browser on your mobile device and go to carnival.com
  + What are some things you notice on the website?
  + On a scale of 1 – 5 how appealing does this look? (1 being terrible and 5 being Excellent)
  + Does everything look in place?
    - When I say look in place, the search, navigation and content is where you would expect it to be?
  + Have you even seen a similar website like this one?
    - If yes how would you rate, 1-5 (5 = great)
* Have you used Carnival to book a vacation before? If **Yes**, then…
  + Was this recent?
  + Did it have a different interface or the same interface that you are looking at presently
  + How would you rate that experience?
* Have you used Carnival to book a vacation before? If **No**, then…
  + Have you ever booked a vacation before?
    - If yes, what did you use to book a vacation?
    - Rate your experience between 1 -5. (1 being bad and 5 being great)
  + Have you ever booked a vacation before?
    - If no, why not?
    - What is a vacation in your own words?

**INSTRUCTIONS**

**Starting to Plan**

* We are going to book a cruise for 2 with a room without a window
* If I asked you to go ahead and plan this trip what would you do first on this page?
  + Where is the indication lets you know to plan?
  + What would you expect to see if you are ready to plan a vacation?
* Go ahead and tap “plan” for me and while the page is loading what do you expect to see?
  + As you scroll your options identify the content.
    - Is the content detailed enough for you to make a decision?

**Selecting the book**

* Is this what you expected to see when selecting a vacation? If not, what would you expect?
* Do you see what you are looking for? Please describe.
  + If you haven’t found what you are looking for, what is your next step?
  + If you have found what you are looking for when would you like to go?
    - Go ahead and open the dates when the vacation is taking place.
* Alright, if you’ve found a vacation date go on ahead and book, try clicking on that for me.

**Continue selection**

* Is the next page what you expected to see? If not, what were you expecting to see on this page?
* Go ahead and look at the content of the page.
  + What are you supposed to do here?
  + Is this page prompting you or asking any questions?
  + Go ahead and answer the question and proceed.
* Is this for just you or a family or a friend’s getaway?
  + How many people are going?
  + Do you understand the questions they are asking you?
  + Select an option and move on
* This site is asking you about some information and claim it is for specials.
  + Do agree to share information about yourself?
  + How secure do you feel so far about using Carnival to plan a trip? (1 – 5)
  + If you had the choice, which version of this book would you buy? Kindle or physical copy?
  + Go ahead and continue after selection are made even if none.
* What do you notice about this page?
  + How would you find an interior room?
  + Was it easy to find?
  + Can you find a room with a window?
  + Was it difficult to find?
  + Make a selection and move on.
* What did you notice about this page?
  + Do you like that you have an opportunity to make an upgrade to your selection?
  + Can you understand the content that the page is communicating?
  + What if you didn’t want an upgrade, what would you choose?
  + Do you see where you can upgrade your room?
  + Make your selection and move on.
* So far Does this information make sense?
  + Describe what you see here.
  + On a scale of 1-5, how confident are you that you know what to do at this point?
* Take a moment to study the page. You are able to make a choice as far as choosing where you want your room to be or make just have one chosen for you.
  + Can you see those options to do so?
  + If you have a room selected automatically what do you expect to see?
    - Do you feel confident in your selection?
  + If you want to select your room location what do you expect to see?
    - Do you feel confident in your selection?
  + Let’s have a room chosen for us and move on
* What information does this page display?
  + Do you understand the content?
  + If you need help do you know where you can find it?
  + Let’s continue and move on.

**Trip details/Summary and Checking out**

* Is this what you are looking at meet what you were expected to see?
  + If not, what were you expecting to see after coming from the previous page?
* Maybe we need the vacation protection plan.
  + Do you see where we can make that selection?
  + How difficult was it to find?
  + Were you pressured at all during the process?

**Personal Information**

* Is this page what you were expected to see?
  + If not, what were you expecting?
  + Would you have gone through the process had you been prompted to enter your personal information prior to selecting cruise details?
    - Why or why not?
* Is this what you are looking at meet what you were expected to see?
  + If not, what were you expecting to see after coming from the previous page?
* Look around the page for a moment.
  + Is the information correct at all?
  + If so, what are you supposed to do here?

**Payment**

* Is this what you expected to see?
  + What are you supposed to do now?
  + Do you trust entering in your information?
* Go ahead and continue to process your booking.
  + Did carnival give you some type of verification to let you know your booking has been processed?
    - What did you expect to see?
* Would you expect an email from Carnival to confirm your booking?
  + If Carnival did send an email, would you expect to see that mentioned on this page?
* Go to your email account and see if you received anything from Carnival regarding your booking.

**FOLLOW UP QUESTIONS**

**Composition**

* I now have some final questions for you. Please provide a few ratings on the following:
  + On a scale of 1-5 (5 = happy), how do you feel about your trip.
  + On a scale of 1-5 (5 = great), how easy it was to plan a trip.
  + On a scale of 1-5 (5 = confident), how confident do you feel about planning a trip.
  + On a scale of 1-5 (5 = good), how would you rate this evaluation?
  + Were there any questions that you were expecting and did not here?
    - If yes, please explain
  + On a scale of 1-5 (5 = Definitely), Would you do this again?
  + On a scale of 1-5 (5 = satisfying), how was your overall experience?
* Any additional questions, comments or concerns please elaborate?

Thank you so much for your time. By the way here is a complementary gift card for your time. You are appreciated.

Step 3: Analyzing and reporting The Usability Test

* Compile all results