Usability Testing Protocol for Rimas Website

Objectives:

1. Validate the effectiveness of the new website taxonomy
2. Assess user navigation ease from home page to album purchase
3. Identify potential friction points in the user journey
4. Confirm intuitive placement of content across key sections

Metrics:

- Task completion time
- Number of clicks to complete tasks
- User error rate
- Subjective satisfaction score (1-5 scale)
- Critical incidents/user frustration points

Test Scenario Tasks:

1. Find and learn about a specific artist
2. Locate and purchase an album from current/past projects
3. Explore ways to engage with the artist's community

Introduction Script:

"Hi, I'm David from Rimas. We're redesigning our website and need your help. Today's session will involve navigating our prototype and completing a few tasks. There are no right or wrong answers—we want to understand your experience. Your feedback is crucial in helping us improve."

Test Instructions:

- Think aloud during navigation
- Complete tasks without assistance
- Provide honest, immediate feedback
- Tasks will be timed and observed

Conclusion Script:

"Thank you for participating. Your insights are invaluable in helping us create a more user-friendly website. Would you like to share any final thoughts about your experience?"

Post-Test Questionnaire:

1. How intuitive was the website navigation?
2. What did you find most/least satisfying?
3. Were there moments of confusion?
4. How likely are you to recommend this website?

User Recruitment Strategy for Usability Testing:

Screening Criteria:

- Age: 18-35
- Music enthusiast
- Regular online music platform user
- Diverse backgrounds in music consumption

Recruitment Channels:

a. Social Media Targeting

- Facebook/Instagram ads
- Music community groups
- Targeted posts in Latin American music forums

b. Participant Pools

- University music departments
- Local music schools
- Online music fan communities
- Rimas social media followers

Recruitment Methods:

- Screening questionnaire

- Compensation: $50 gift card/digital album
- Snowball sampling technique

Recruitment Script:

"Calling music lovers! We need your help improving a music label's website. Participate in a 1-hour user test, share your insights, and earn a $50 reward. Interested?"

Screening Questions:

1. How often do you discover new music online?
2. Do you use music label websites?
3. What platforms do you use to listen to music?
4. Are you comfortable with screen sharing?

Recruitment Goal: 10 potential participants to secure 5 for testing