Test Plan

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Introduction

During the third semester, we will be working on a project for a real-life digital marketing company – LiveWall. We were presented with three different cases and chose the "Digital Substitution". Our goal is to create a website which will ask the user specific questions in order to collect information about them. Based on the answers the person has given, it will predict the perfect breed of an animal for that user.

We first carried out user research to obtain pertinent information about the user requirements in order to accomplish our goal for LiveWall. We initially produced a low-fidelity prototype based on the information we derived, and then a high-fidelity one, that now must be tested. In order to uncover any issues with our design, we will first build a test plan for conducting usability testing. We will then carry out this test with suited volunteers.

Usability Goal

The usability goals focus on how beneficial and simple a product is to use, particularly with our website (see Appendix 1). As a result, our primary objective is to build a website that pleases both LiveWall and the users. We would acquire direct feedback from the target users by designing a robust usability feature and testing it, as this is vital to find any potential usability problems. We can find ways to enhance our product with the help of this input. In addition, it would be essential to dig further into the requirements and preferences of the target user. The primary goal will then be to use the data gathered from the test to identify insights to improve our designs' user experience for our target users.

Target Group

Anyone who meets the criteria for our user research would be our target group for the test. The following finding is reached after compiling all the information from our research's surveys and interviews:

Survey with 54 people, 45 of them are in the age between 18-24. Most of them are students who feel lonely.

We will select a minimum of 6 participants for this usability test to complete tasks that represent the features that are available on our website.

Test Method

We would use an observational test style known as Thinking Aloud walkthrough testing. During this test, participants will be asked to use our product while also thinking aloud, explaining their behaviors and verbalizing their thoughts. This method of testing was selected because it provides qualitative insights that allow us to learn more in-depth details about our product from the viewpoint of our target user.

Roles

The following roles are played during the usability test.

- **Facilitator**

● Tells the user what is expected from him/her to do.

● If the user experience difficulties, the facilitator will help him out.

● Asks follow-up questions.

- **Data logger**

● Records participant's actions and comments.

● Records the duration of the testing sessions.

- **Test observer**

● Write down important point for improvement.

● Carefully watch their body language.

Procedure

A facilitator will give the participant a quick rundown of the test and its details. The individual will then take part in the usability test after that. Additionally, the participant's participation will be watched as the test observer records the participant's actions and remarks in order to determine any potential website enhancements. Finally, a data logger will record the observation on video.

Task List

1. Go to the tips section and read more about each tip.
2. Return to the home page.
3. Find out the perfect pet for you.
4. Find the contact us page and send us an e-mail.

5. Find out the pet shops nearby.

Test Metrics

In order to assess and analyze the efficacy, efficiency, and contentment of users as they interact with the website, we will apply usability metrics. We wish to prioritize finding and emphasizing the issues through the analysis of numerous test data, including:

- **Success Score**

    See if the design is effective.

- **Number of Errors**

    If for example a certain tasks makes a lot of people to fail it, it will suggest that it should be remarked.

- **Task time**

    Users complete their task fast.

    It is measured how much time it took them to do so. Furthermore, it will then be averaged this time.

Appendix 1