

Usability Test Protocol: Rimas Music - New Release Notifications

Introduction

"Hello! Thank you for participating in this usability test. Today, we're evaluating the new notification system on our music website. Your feedback will be invaluable in helping us improve the user experience. It's not about whether you get the task perfectly right, but about how easily you can do it and what your thoughts are during the process."

Scope

This usability test will evaluate the effectiveness and efficiency of the redesigned music label website's notification system and the ease of accessing new music releases for users. The test will focus specifically on the user flow for receiving notifications about and accessing new music releases from their favorite artist. We will not be testing other aspects of the website (e.g., merchandise, artist bios).

Participants

Five (5) participants will be recruited. They should be fans of music who regularly use streaming services and are comfortable with online music platforms. We will aim for a diverse representation of ages and listening habits around the work premises.

Objectives

This usability test aims to prove the following:

- **Effectiveness:** Users can successfully receive notifications about new music releases from their favorite artists.
- **Efficiency:** Users can easily access new tracks from their favorite artists via the provided notifications.
- **Satisfaction:** Users find the notification system and access to new releases intuitive and enjoyable to use.

Metrics

We will measure the following metrics:

- **Success Rate:** Percentage of users who successfully receive and access new music releases via the notification system.
- **Task Completion Time:** Time taken for each user to complete the primary task (receiving and accessing new music).
- **Error Rate:** Number of errors encountered by users during the test.
- **System Usability Scale (SUS) Score:** A standardized questionnaire to measure overall usability satisfaction.

Test Procedure and Instructions

- Introduction (5 minutes)
- Task Explanation (5 minutes): "In this test, you will simulate receiving a notification about a new song release from your favorite artist and then accessing the song. We will be observing how easily you perform this process." Show the user the notification they are to respond to.
- Task Execution (10-15 minutes): Users perform the task of locating and playing the song. The tester observes and takes notes. If needed, minimal guidance ("Think aloud") may be provided to understand their thought process.
- Post-Test Interview (5-10 minutes): We'll ask users to share their thoughts and feedback using the SUS questionnaire and a few open-ended questions about their experience with the notification system. (See conclusion below)

Conclusion

"Thank you so much for your time and valuable feedback! Your participation has significantly helped us understand how users interact with our notification system. We appreciate your honest opinions and insights."