

# Test Plan



INFO90004 - Evaluating the User Experience

Group 5

Tutorial 1, 5:15 Tuesday

Shalini

Muhammad Awais Ahmad

Benjamin Evans

Jielin Zheng

## **Plan Scope**

We will evaluate the jewellery customisation shopping website Metal Pressions ([www.metalpressions.com](http://www.metalpressions.com)). We plan to test the customisation feature of the website: its usability, clarity, and the quality of the user experience. The site includes a small application that allows users to customise their jewellery visually, and this will be an important target for our testing. We will not test the navigability of the site menus, nor the checkout process – except where they pertain to the customisation experience. We would like to gauge the user's level of satisfaction with their final customisation and how easily they can visualise their custom product.

If the tool is not easy-to-use and sensible the customers are likely to lose confidence in their purchase: user satisfaction with customisation ability is important to whether they purchase an item or not. Additionally, as the part of the website that users will likely spend the most time on, the customisation tool has the greatest impact on the user's experience.

The user tests will be conducted either remotely or in person with sixteen participants. All participants will complete five tasks on the website (with Loop11), taking them through the customisation process. Each test will focus on a specific feature of the tool or a possible customer concern. After that, half of the participants will complete a sorting test on OptimalSort focusing on icon categorisation, and the other half will complete a test on Chalkmark focusing on interface clarity. In-person tests will be conducted in private rooms on campus with a facilitator and observer. Online tests will take place on Zoom with one facilitator. We will select participants who have an interest in purchasing jewellery, either for themselves or for other people.

Users will not be forced or coerced into participating, and may withdraw at any time. All of the participant's data will be anonymised as much as possible and will only be used for analysis.

## Objectives

The Metal Pressions website aims to provide its users with a good customisation experience while buying accessories for themselves or for their loved ones. The customisation tool gives users a variety of options to choose from such as font, icons, images, pendants, and gemstones. Therefore, our testing aims to evaluate both the ease of navigating through these options as well as the user's confidence in the results of their customisation.

We will take into account the six usability goals defined by Preece, Rogers & Sharp (2019) in order to generate a holistic picture of the overall performance of the website and the customisation tool. Based on an initial review of the website and considering the six usability goals, the following are the sub-objectives of this study:

- *Effectiveness* (1) – How effective is the website in allowing personalisation at various stages of the purchase journey? Can the users successfully customise certain products to fit a brief given in a task?
- *Efficiency* (2) – How easily can users locate certain decorations within the customisation menu, and how easily can they customise a whole product? Do the users sort the icon options in the same way that the tool does?
- *Utility* (3) – What variety of customisation options does the website offer? Do users like the products they create?
- *Learnability* (4) – What sort of help does the website offer to the users in figuring out how to customise their product? Do users click through the customisation tool more quickly in later tasks?
- *Memorability* (5) – How consistent is the website in terms of customisation process across the range of products that it offers? Do users frequently make incorrect first clicks while customising?
- *Safety* (6) – How well does the website provide actionable options during customization to prevent or resolve errors and accidents (saving the design, undoing a move, clearing the design)? Do users recover from errors, or do errors cause them to fail tasks? Do users display uncertainty about their final customisation results?

## ***Users and Recruitment***

For this evaluation we will recruit sixteen participants who have an interest in purchasing jewellery for themselves or others. Although the website offers men's jewellery, most of their customers and fans on Etsy are women, so we intend to have at least half of participants be female ('Metal Pressions', 2022). We will target those persons who are comfortable communicating and reading in English.

Involvement with the study will purely be on a voluntary basis which will be clearly communicated to the participants. Participants will be provided with a consent form (Appendix A) to fill out before the test begins, which will brief them on the study. At any point during testing, participants will be welcome to withdraw entirely and none of their data will be used. We will use a brief screener questionnaire to gauge the participant's interest in jewellery, comfort with English, and whether they have previously used the website.

## **Test Format**

We will use tools from Loop11 and Optimal Workshop to conduct our user tests. These tools allow us to flexibly conduct tests both in person and online. As we are focusing on the usability of the website's customisation features instead of the website's navigability, we have chosen tools from these suites that focus on task completion, user satisfaction, and interface clarity – and only one that focuses on information architecture. Users will not have to create an account to complete the tests.

Loop11's testing system makes it easy to manage simple navigation tasks from one URL to another on a website, and so is suitable for some of our tasks. Rigorously testing the customisability of products, however, is more difficult – but Loop11's easy access to screen recordings lets us further investigate users' performance on more complex tasks. Loop11 also allows us to place reflective questions in between tasks. We will use this to determine how confident the users felt about their attempt at each task. Finally, the way that Loop11 compiles data makes it accessible and easy to make observations about.

We will also use Chalkmark and OptimalSort from Optimal Workshop. Chalkmark allows us to get a quick and concise view of a user's initial instinct – or gut feeling – about an interface, addressing objectives 2, 4, and 5. We will use Chalkmark with screenshots of specific steps in different user flows to get detailed information about the intuitiveness of the interface. Then, we will use OptimalSort to compare the organisation of the Metalpressions customisation application menu to users' mental models (again addressing objectives 2, 4, and 5). OptimalSort allows image-based card sorting, which is perfect for this menu which contains images of different products, symbols, materials, and gems.

## **Outline of Optimal Workshop Test**

We plan to use the OptimalSort and Chalkmark tools from the Optimal Workshop suite. Half of our participants will complete a sorting task with OptimalSort, while the other half will complete a set of Chalkmark tasks on screenshots taken directly from the Metal Pressions website. So that users are not influenced by previous experience with the website, the Optimal Workshop tests will be conducted first, before moving on to the Loop11 tests.

OptimalSort will be particularly used to evaluate the efficiency of the existing categorisation of symbols in the customisation application and its similarity to the expectations of the users, an important measurement for learnability and memorability. We will conduct an open card sorting test in which users will be given all or most of the images from the 'Symbols' category and asked to sort them into categories. We will then compare the results with the current eight-category division used currently in the customisation tool.

Additionally, considering the key focus of the website in providing users with a smooth journey in customising their products, we believe that Chalkmark will allow us to capture user actions at important steps in the customization process. Such data will allow us to evaluate the clarity, learnability, and memorability of the website in guiding users towards their next click. Specifically, we will test:

- Moving from product page to customisation page;
- Locating customisations such as symbols and gems;
- Changing text font;
- Modifying a bracelet's size before adding it; and
- Saving a design.

## Task Scenarios for Loop11

A. Find Return Policy	
You like personalised accessories but you have never ordered such products online. Before going ahead with your purchase, you want to check out the return policy to see what your options are if you don't like the product. How would you do that?	<p>Are they able to easily locate the return policy?</p> <p>Does the return policy improve their confidence?</p>
B. Find Measurements	
You have customised a ring, but can't remember what size it is. You know the measurement around your fiancé's finger is 7cm. How would you decide if this ring is the right size?	<p>The user will be provided with a pre-customised ring.</p> <p>How do users determine the size of the ring? Do they need an extra tool?</p> <p>How difficult is it to grab information that they are confident with?</p>
C. Text Customisation	
<p>It is the birthday of one of your family members and you would like to purchase them a bracelet.</p> <p>You want to customise this bracelet with roman numerals 'LXIX' on the outside and the text 'FLOWER POWER' on the inside. The bracelet should fit a wearer with a wrist measurement of 19cm. How would you do this?</p>	<p>Which customisation interface do users choose?</p> <p>Do users successfully add text on both sides of the bracelet?</p> <p>Does the interface help the user to avoid errors?</p>
D. Design and Share	
<p>1. You are very picky about bracelets and will only wear bracelets with rubies on them. You want to add five rubies to this bracelet in a line.</p> <p>How would you do that?</p> <p>2. You also want to share the design with your sister to get her opinion.</p> <p>How would you do that?</p>	<p>Are they able to find the rubies and create the design?</p> <p>How efficient is the interface at adding multiple features?</p> <p>Do they like the process of sharing the design? Do they understand it?</p>

E. Free Design	
You want a new piece of jewellery. Add and customise a piece of jewellery in any way you like. You want it to be the most elegant piece of jewellery you have ever worn. What would you do?	<p>How satisfied are they with their design?</p> <p>Does the interface help or hinder their creative process?</p>



## **Full Test Protocol**

### **Pleasantries and purpose:**

- Hello, how are you doing today?
- Thank you for giving us a chance to gather valuable information by participating in this study.
- We are students from the University of Melbourne and as part of our project we are evaluating the Metal Pressions website. We want to gauge the usability of the website in order to make recommendations to improve it.
- As part of the testing we do today, we will monitor your activity and keep track of the actions and steps. We encourage you to think out loud during this exercise.
- The facilitator is here to help you with any concerns you may have.

### **Participant consent:**

- We have incorporated a consent form which we will require each participant to review, fill and sign before participating in the test.
- The consent form confirms that you are participating voluntarily and willingly. The plain language statement also explains the project and tells you how we will use and compile the data generated.
- At any point if you no longer wish to participate, let me know and you can stop immediately.

### **Participant's role**

- You will be asked to complete a set of tasks which will help us evaluate how usable the website is. You will be asked some questions during and after the test.
- If you can, explain what you are doing and why as you complete the tasks.

### **Facilitator Role**

- There is a list of tasks that you will be completing - the first one will be on a separate website, and then the rest will all be on another.
- As your facilitator, I cannot provide you with any instructions on how to complete a certain task or what to do at a certain point in time. However, I might ask you to make comments on your actions or ask you to describe your thought process or motive behind certain actions.
- If you are not sure what a task is asking you to do, you can ask me.

### Things to keep in mind

- We don't own this website or business, so you are welcome to critique or praise it however you want.
- Your responses will be recorded, and we will make sure they are anonymised before they are used.
- The session audio will be recorded, as will the screen – you can choose whether you want your camera recorded too (camera could also be on in a different application such as Zoom or Discord if they are happy to have it on but not recorded)
- There's no right or wrong answers.
- This test is not about testing your skills or ability, it is testing the website.
- Do you have any questions before we start?

### Tests

*Each participant completes only one Optimal Workshop test.*

#### *Optimal Workshop A: Symbol Sorting*

You will be given a set of images. Your task is to sort those images into categories: you get to decide what those categories are, and what they are called.

#### *Optimal Workshop B: Chalkmark First Clicks*

You will be shown several screenshots of the website under analysis, Metal Pressions. For each screenshot, you will also be given a task. Click your mouse on the website screenshot at the position you think you should to achieve the goal set out by the task.

#### *A. Find Return Policy*

You like personalised accessories but you have never ordered such products online. Before going ahead with your purchase, you want to check out the return policy to see what your options are if you don't like the product.

How would you do that?

*How difficult did you find this task? (1 - 5 [very easy - very difficult])*

### B. Find Measurements

You have customised a ring, but can't remember what size it is. You know the measurement around your fiancé's finger is 7cm.

How would you decide if this ring is the right size?

*How confident are you in your answer? (1 - 5 [not at all confident - very confident])*

*How difficult did you find this task? (1 - 5 [very easy - very difficult])*

### C. Text Customisation

It is the birthday of one of your family members and you would like to purchase them a bracelet.

You want to customise this bracelet with roman numerals 'LXIX' on the outside and the text 'FLOWER POWER' on the inside. The bracelet should fit a wearer with a wrist measurement of 19cm.

How would you do this?

*How difficult did you find this task? (1 - 5 [very easy - very difficult])*

### D. Design and Share

You are very picky about bracelets and will only wear bracelets with rubies on them. You want to add five rubies to this bracelet in a line.

You also want to share the design with your sister to get her opinion.

How would you do that?

*How easy is this method of sharing? (1 - 5 [very easy - very difficult])*

*How difficult did you find this task? (1 - 5 [very easy - very difficult])*

### E. Free Design

You want a new piece of jewellery. Add and customise a piece of jewellery in any way you like. You want it to be the most elegant piece of jewellery you have ever worn.

What would you do?

*How happy were you with the result of your customisation? (1 - 5 [not at all happy - very happy])*

*How difficult did you find this task? (1 - 5 [very easy - very difficult])*

#### Post-test questionnaire:

- How would you rate your overall experience out of 5 (1 = very poor and 5 = very good)?
- Did anything on the website differ greatly from similar websites?
- How did you feel about the number of steps required to complete the tasks?
- Was there anything which you found confusing at first glance?
- Is there anything you would recommend to make the website better?

#### Participant Profile

Name:	Age:
Interview Time:	Gender:
Occupation:	

#### Questionnaire

1. How often do you shop online?

Never	sometimes	often	very frequent

2. How often do you buy jewellery?

Never	sometimes	often	Very frequent
-------	-----------	-------	---------------

--	--	--	--

3. Do you prefer online shopping or offline shopping?

online	offline

4. Have you used a jewellery design website before? Yes/No
5. Have you bought products with customization before? Yes/No
6. How much would you spend on your customised jewellery? \$\_\_\_\_\_

### **Farewell**

Thank you for your participation! If you have any questions or concerns, you can contact us via the email address on the Plain Language Statement.

### **References**

'Metal Pressions' (2022). Etsy.com. [www.etsy.com/au/shop/MetalPressions/favorites](https://www.etsy.com/au/shop/MetalPressions/favorites)

Preece, J., Rogers, Y., & Sharp, H. (2019). *Interaction design: beyond human-computer interaction* (5th ed.). John Wiley & Sons Ltd.

## ***Appendices***

### **Appendix A: Consent Form**

## Appendix B: Group Contract

Subject:	INFO90004 - Evaluating the User Experience
Date:	1st April, 2022
Group Name:	Matt_Group 5
Group Members:	Shalini (1193705) Muhammad Awais Ahmad(1256419) Benjamin Evans (993767) Jielin Zheng(Drax) (1018778)
Time Commitment per week:	6 hours
Meeting Times:	Tuesdays - 2:30 to 3:15; 6:15 to 7
How will you keep in touch with one another?	WhatsApp and Emails
Where will you store shared files?	Shared Google Docs folder

### 1. Group Goals

- Effective utilisation of conversation with users
- Find out every significant issues, and important factors that could affect user experience in the website from supportive customer's feedback

### 2. Deadlines, Roles, and Responsibilities

<i>Task</i>	<i>Estimated Difficulty</i>	<i>Task Owner</i>	<i>Deadline</i>
Plan Scope	2	Drax	8th of April
Plan Objectives	2	Shalini	8th of April
Participant & Recruitment Plan	2	Muhammad	8th of April
Test Formats	2	Ben	8th of April
Full Test Protocol	2	Muhammad, Drax	8th of April
Test Scenarios	3	All members - 2 tasks each	8th of April
Optimal Workshop Test	3	Shalini	8th of April
Test Plan Finalisation	1	Ben	10th of April

Minute-Taking	5	Muhammad	-
Participant Recruitment	3	All members	
Test Digitisation	1	Ben	
Participant Management	5	Ben, Drax	
Live Test Facilitation	8	Ben	
Live Test Observation	5	Shalini,	
Remote Test Management	5	Drax	
Report: Executive Summary	3	Shalini	
Report: Introduction	2	Drax	
Report: Method	8	Shalini	
Report: Participants	5	Ben, Muhammad	
Report: Findings	21	Muhammad, Ben, Shalini	
Report: Recommendations	8	Muhammad	
Report: Appendices	5	Drax	
Report: Proofreading	3	Ben	
Report: Presentation & Formatting	3	Ben	
Video: Content	8	Ben	
Video: Production	8	Ben	



## Appendix C: Minutes of meetings

### Meeting 1

Subject:	INFO90004 Evaluating the User Experience
Group name/ identifier	Matt_Group 5
Meeting Location, Date & Time	PAR-Sidney Myer Asia Ctr-114 on 28-03-2022 at 6:15 pm
Group members present	Shalini (1193705) Muhammad Awais Ahmad(1256419) Benjamin Evans (993767) Jielin Zheng(Drax)(1018778)
Apologies	none

### Items discussed and decisions made

- Getting everyone on the same page.
- Planning out scope.
- Meeting frequency, time and location.
- Planning work setting, file storage, access and sharing.

### Agreed actions from this meeting

Task	Who is responsible	Deadline
Task distribution	Everyone for their own part	04/04/2022
Evaluation subject finalisation	everyone	04/04/2022
Finalisation of evaluation tools	Benjamin Evans	04/04/2022

Test plan skeleton	Shalini	04/04/2022
--------------------	---------	------------

### Next meeting

Location	PAR-Sidney Myer Asia Ctr-114
Date & Time	04-04-2022 at 2:30-3:00 pm OR 6:15-7:00 pm
Goals	Further task distribution and content reflection

### Meeting 2

Subject:	INFO90004 Evaluating the User Experience
Group name/ identifier	Matt_Group 5
Meeting Location, Date & Time	PAR-Sidney Myer Asia Ctr-114 on 04-03-2022 at 6:15 pm
Group members present	Shalini (1193705) Muhammad Awais Ahmad(1256419) Benjamin Evans (993767) Jielin Zheng(1018778)
Apologies	none

### Items discussed and decisions made

- Further reflection on choice of tools and tests
- Agreement on participant recruitment and demographics.
- Planning the scope.
- Setting deadlines on the tasks to leave headroom for review.

**Agreed actions from this meeting**

<b>Task</b>	<b>Who is responsible</b>	<b>Deadline</b>
Cope out test scenarios	2 per each	08/04/2022
Develop full test protocol	Muhammad, Drax	08/04/2022
Plan objectives	Shalini	08/04/2022
Plan scope	Drax	08/04/2022

[Group Contract / Minutes of all meetings / Other relevant materials]