Problem statement：

The website I'm planning to build called "严选一人食"is to help those newly-graduated white collar class(aged from 22-30) people who live alone in big cities to find the recipes and needed ingredients of dishes that serve only one person so that they can prepare the ingredients and cook for themselves rather than ordering food delivery. The website will recommend three meals a day, seven days a week and it will also show the calories of dishes so the users can also keep track of the calories they consume. Nowadays although there are many food recipes on the Internet, most of them is more suitable for family meal or troublesome to prepare. There is no an exclusive site to recommend the dishes that is easily prepared and serve only one person. Plenty of the 一人食 recipes is mingled with other recipes so it takes more time to search for what they need. The city dwellers today lead a very busy life and want to keep things as simple as possible. It's much better to just tell them what to prepare instead of letting them search and choose.

USABILITY TEST PLAN DASHBOARD

AUTHOR

CONTACT DETAILS

FINAL DATE FOR COMMENTS

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

小红书 "Little red book". It's a photo & comment life sharing app known for cosmetic and fashion related content. Now as it's becoming more diverse, a lot of different categories appear there such as food recipe and so on. This product's business and experience goal is to have more and more people share their life and buy stuff on it because it includes an embedded e-commerce shop where users can order for product right after reading those recommendation or product feedback from other users.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

This test is to help me design my own usability flow.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

Measure usability satisfaction such as effectiveness and efficiency when trying to find the recipe and ingredients serve only one person.
1. How long do you find the recipe you want?
2. Do you feel easy to find the recipe you want?
3. What information is absent when you search that you would like to know?

Do you prefer a lot of choices or just a few choices, or even just tell you what to prepare without letting you choose. How do you organize a week's or more than one day's recipe?

Hypotheses:
There are plenty of choices on little red book but just because so many choices, users find it difficult to choose that they give up eventually or they just bookmark a lot of recipes but never open them again.

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

5 participants. Live alone. Leading a busy life. Just graduated from school. Have to prepare lunch to take to the office or have the need to cook for themselves on weekends.

EQUIPMENT

What equipment is required? How will you record the data?

Not many equipment is needed but a stopwatch.

TEST TASKS

What are the test tasks?
1.Find the recipe you want for tomorrow's meal.
2.Bookmark it and to prepare.

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

Just me and my participants.

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

Online.11/5

PROCEDURE

What are the main steps in the test procedure?

Input 一人食/菜谱/美食 in the search box → Scrolling the content and find the one you like → Bookmark what you like

Users Test：

1.

A 23-year-old girl who lives by herself in Shenzhen. She is preparing for the Test for National Civil Servants. She is used to ordering food delivery and sometimes choose to cook herself.

Time： 10mins

Flow： Input key words："周末 一人食"and search——Find the dish she likes（番茄肥牛汤）——Input the dish's name and search

Comment："I spent 8 mins to find what I want to try and about 2mins for the recipe. I think it's a quite easy process. But when I input the "周末 一人食" these key words, some other stuff like furniture recommendation comes out and it distracted me. And I prefer to have many choices. And I bookmarked what I chose into my "Favourite" file with other kinds of notes.

2.

A 23-year-old girl who lives with one roommate in Guangzhou. She works in an advertising company and sometimes need to cook on weekends.

Time: 5 mins

Flow： Input key words："家常菜" and search——Find the dish she likes——Input the dish's name and search

Comment: "My key words are usually："家常菜，快手菜。"Actually I would rather to have less choice. And in fact, there are so many official accounts taking up the top columns. And their posts are mostly compilations of some dishes which I don't like. I prefer some actual record post from individual user. What's more, it'll be great if I can get the food calories information and know how the dish is gonna be beneficial to my health. I have an exclusive "Favorite file and that's where I save them"

3.

A 23-year-old girl who lives with one roommate in Guangzhou. She works in an video advertising company and need to prepare lunch for herself to eat the next day because her company don't have canteen.

Time:6mins

Flow: Input key words："腐竹焖鸡" and search—Find the recipe

Comment：" I'm generally satisfied with the efficiency.And I think it's easy to find what I like. And I don't have other needs like the calories and price information.I have an file in 小红书 to save my recipes"

4.

A 22-year-old girl who stays at home. Her family need to work on weekdays so she needs to cook for herself everyday except weekends. She is now studying online.

Time:15 mis

Flow: Input "一人食" and search——Find out there is a hashtag named"一人食 vlog" and she checks other posts as well.——Find 10 dishes that is enough for two days meal in a time and bookmarked all of them together.

Comment: "I must say there are indeed many choices. But for somebody who don't actually enjoy cooking, I'd prefer someone just telling me what to cook every day, like arranging everything for me. Because I don't want to waste too much time choosing. And I would like to know how much the dishes cost as well since I want to keep the cost under the budget."

5.

A 22-year-old boy who works in Internet company and have a very busy life. Though he lives with other roommates but they don't usually have meal together.He is not

good at cooking but he sometimes will cook for himself on weekends.But he like something easy to prepare."

Time: 5 mins

Flow: Input "简易家常菜" and search——Find the one he likes——Bookmark it

Comment: "I'm not good at cooking and my preference is to find the easiest recipe as fast as possible because I don't really care what to eat. Though there are many choices on 小红书，I find the picking process quite annoying. "

	Effectiveness	Efficiency
1	Satisfactory but some search results are not desirable.	Satisfactory
2	Good but so many distracting official accounts' content.	Satisfactory
3	Satisfactory	Satisfactory
4	Satisfactory	Could be improved
5	Satisfactory	Could be improved