



MISS STARLING WEBSITE

User test preparation

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INTRODUCTION

In this document we will discuss the procedure regarding the test and evaluation of data from the website created for our semester project, which is aimed to create a professional site for a newcomer artist.

The team worked on this website after a first round of feedback from the client on the prototype created. The design was implemented with the client's aesthetic in mind as well as a colour mood study based on users study.

GOALS OF THE TEST

For the test we aim to find specific information related not only to the design but also the layout of the site in order to understand what the user likes or dislikes of the site, what needs to be fixed and what can stay the same.

Specifically our goals can be summarized as:

- Time the user needs to navigate through the site
- Understand what is necessary to change and what is properly implemented
- Color scheme opinions and evaluation
- Layout understanding and distribution of the concepts of the website (contact forms, info containers, galleries, etc.)
- Aesthetic, décor that calls for the artist's style or lack of thereof

“Miss Starling’s website has to showcase not only her style, but her music and message.”

TARGET GROUP

For the target group we would like to work with the demographic taken from the User Study conducted in previous research for the client. This group can be described as young adults between the ages of 17 to 36, already familiar with the indie genre of music and familiar with digital devices the site will be showcased in such as PC, mobile or tablet.

Another line of testing group we would like to have is a not so experienced in technology user, since this will bring a more reliable insight on the site's weakest points.

Our target group has to include not only the users that can and will check the site, but also users that won't be as familiar with browsing.

TEST METHOD

There are a various method used in user testing such as Lab usability testing, Guerrilla testing, Phone interviews, etc.

The method that we will use

In our case we will use “ in person user testing” since this method is similar to lab usability testing but the only difference is that it is not in a place specially built for usability testing but it is in any place of their choice. Both moderator and user will be in the place and the moderator will start observing the user and asking the questions. Typically, stakeholders also watch the dates and take notes behind a one-way mirror in the testing area.

We are aiming to do user testing for at least 3 people. As it is known, it is difficult to find people to do the testing because of the pandemic and the restrictions, which increase our limitation in testing.

Test materials

1. Test location:
 - ❖ Any building (doesn't really matter)
2. Equipment:
 - ❖ 2 computers, connected with a screen share function and equipped with screen/audio/video recording software
 - ❖ Microphone
 - ❖ Webcam/camera
 - ❖ Desk
 - ❖ Chair
 - ❖ Supplementary items (coffee, snacks, water)
3. Expected time:
 - ❖ 5-10 minutes

Script

Welcome _person name_,

Thank you for taking the time to conduct this testing.

Before we begin, I'd like to ask you a few questions regarding the recording of the test.

- We would like to record the audio of the test to help us in our analysis. The audio will be used solely in the analysis and will only be accessible by the people in the project group. Do you have any objections to this recording?
- We would like to record the video of the test screen to help us in our analysis. The video will be used solely in the analysis and will only be accessible by the people in the project group. Do you have any objections to this recording?
- We would like to record the video of the camera during the test to help us in our analysis. The video will be used solely in the analysis and will only be accessible by the people in the project group. Do you have any objections to this recording?

The test will be a think-aloud test, please try to explain your thoughts in as much detail as possible.

1. For the first task, could you please try to find some information regarding the artist?
2. For the second task, could you please try to find all the information regarding any new releases?
3. For the third task, could you please try to fill in a professional contact form?
4. For the final task, could you please attempt to purchase a VIP ticket to an upcoming event?

This concludes all of the tasks, thank you once again for taking the time to conduct this test. If you have any further questions or remarks regarding the testing procedure or the product, feel free to let us know.

TEST METRICS

In total we have 4 questions and we expect the data to be as useful as possible in order to improve the site. What we would like to gather are the following things:

- Scenario Completion
- Completion rate
- Error-free rate
- Time on task
- Subjective measures

We are making these beforehand so that we can have an indication ourselves on how long something will take or if the site is easy to understand for every user.

Question 1 – Could you find some information regarding the artist?

► **Scenario Completion:**

We would like the person who will do this interview that they can do every question without any issues, and we think that the person will indicate that they are done with the question with words like: “Like this” or “I think this is correct”.

► **Completion rate:**

We aim that the completion rate will be 100%, we have designed the website in such a way that everything will be accessible. This will also mean that the person should not have asked for help from us as that is seen as a critical error.

► **Error-free rate:**

We aim that there would be no errors during this question. If there are any errors during this question, then that means that we should heavily consider using any other design choices.

► **Time on task:**

We want this task to be completed within 5 as this could easily be found on two pages of the website itself.

► **Subjective measures:**

We aim that the person will give us their satisfaction that the task is easy to complete and that there are no difficulties during the task itself.

In order to improve our site, we need to understand what doesn't work.

Question 2 – Could you find some information regarding new releases that are coming up?

► **Scenario Completion:**

We would like that the person who will do this interview that they can do every question without any issues, and we think that the person will indicate that they are done with the question with words like: “Like this” or “I think this is correct”.

► **Completion rate:**

We aim that the completion rate will be 100%, we have designed the website in such a way that everything will be accessible. This will also mean that the person should not have asked for help from us as that is seen as a critical error.

► **Error-free rate:**

We aim that there would be no errors during this question. If there are any errors during this question, then that means that we should heavily consider using any other design choices.

► **Time on task:**

We want this task to be completed within 5 to 10 seconds, this is located on the home page of the website so this should not be any problem.

► **Subjective measures:**

We aim that the person will give us their satisfaction that the task is easy to complete and that there are no difficulties during the task itself.

Question 3 – Could you file a professional contact form to the artist?

► **Scenario Completion:**

We would like that the person who will do this interview that they can do every question without any issues, and we think that the person will indicate that they are done with the question with words like: “Like this” or “I think this is correct”.

► **Completion rate:**

We aim that the completion rate will be 100%, we have designed the website in such a way that everything will be accessible. This will also mean that the person should not have asked for help from us as that is seen as a critical error.

► **Error-free rate:**

We aim that there would be no errors during this question. If there are any errors during this question, then that means that we should heavily consider using any other design choices. There could be an error if the user asks to also fill in the form itself which is not needed in this case.

► **Time on task:**

We want this task to be completed within 10 seconds. This task could be done in two different ways because the person could only click on contact and then professional but can also ask to fill this in.

► **Subjective measures:**

We aim that the person will give us their satisfaction that the task is easy to complete and that there are no difficulties during the task itself. There could be one difficulty if the user thinks they should also fill in the contact form itself.

Question 4 – Could you attempt to buy an VIP ticket to an upcoming event?

► **Scenario Completion:**

We would like that the person who will do this interview that they can do every question without any issues, and we think that the person will indicate that they are done with the question with words like: “Like this” or “I think this is correct”.

► **Completion rate:**

We aim that the completion rate will be 100%, we have designed the website in such a way that everything will be accessible. This will also mean that the person should not have asked for help from us as that is seen as a critical error.

► **Error-free rate:**

We aim that there would be no errors during this question. If there are any errors during this question, then that means that we should heavily consider using any other design choices. There could be an error if the user wants to click on the dots on the map animation since they do not work as of now.

► **Time on task:**

We want this task to be completed within 10 seconds. This task could take longer then intended because of the map animation and there being dots. The dots could be a distraction for the user because they do not work as of now.

► **Subjective measures:**

We aim that the person will give us their satisfaction that the task is easy to complete and that there are no difficulties during the task itself. There could be one difficulty if the user wants to click on the dots on the map animation because they do not work as of now.