**1. Overview:**

We are proposing a combination of “Get It” and “Key Task” Testing to evaluate if users are able to use the coretech.ge.com site to learn and/or complete it’s primary objectives. We have identified these primary objectives to be as follows:

1. Spread awareness within the GE IT community of CoreTech’s critical role in the success of GE Digital’s goals.
2. Educate members of the GE IT community about the products/solutions CoreTech offers to enable them to fulfill their responsibilities within GE Digital’s goals.

**2. Recommended Testing Process:**

* 1. **- Number of Test Participants**

Since the target group does not contain more than one distinct group of users we feel that following Nielsen Norman Group’s [recommendation](https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/) that testing as few as five users will identify most of the usability problems possible to find. We will always test an odd number of users when possible to avoid “ties” when analyzing results.

* 1. **- Our Approach to Testing**

“Get It” Testing attempts to show if a user understands the purpose, the voice proposition, site organization, navigation, etc. We approach “Get It” Testing as four questions “Who Am I?”, “Why I Am I Here?”, “What Can I Do?” and a “Check for Understanding” question at the end. For each question we will build out a series of questions or Key Task Scenarios that we can use to gauge the users understanding in context to CoreTech. We conduct “Key Task” Testing by creating scenarios designed to cause the participant to use the CoreTech in a way that should utilize one or more of CoreTech.ge.com’s key features.

**“Who Am I?”**

* Can the user recognize who this site’s target audience is and determine if they are part of that target audience?

**“Why Am I Here?”**

* Can the user describe what would motivate them to use the CoreTech site and what they hope to accomplish while there?
  + What can the user learn about CoreTech?
  + What can the user purchase from CoreTech?

**“What Can I Do”**

* Can the user relate CoreTech’s responsibilities/services to GE Digital goals/initiatives?
* Can the user find who comprises the CoreTech Team?
* Can the user navigate to MyTech if they determine they are in the wrong place?
* Can the user discover the CoreTech Product Offerings and learn their capabilities?

**“Check For Understanding”**

* If you had to describe coretech.ge.com to your boss in two sentences, how would you do so?
* Do you find coretech.ge.com valuable for your job responsibilities?
  1. **– What We Will Deliver**
* Formatted Transcripts from the Design Assessment Sessions
* Results of our analysis of your application, including:
  + Features your design does well.
  + A detailed list of issues we have identified with the design.
  + Suggested design improvements and suggested new features.
  + An Explanation, in the context of your design, of the principle and/or industry convention we used to justify our choice to include each suggestion or issue we note in the report.

**3. Engagement Time and Cost**

**3.1 – Engagement Time**

**3.2 – Cost**